

AKINYEMI “OYE” DOSUMU

FOUNDER, OYE CORP | BUSINESS GROWTH • INVESTMENT • OPERATIONS

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EXECUTIVE PROFILE

Business executive and investor with 13+ years of leadership spanning commercial growth, brand management, innovation, global programs, engineering, and operations. Founder of Oye Corp. Experience includes leading customer marketing across an approximately \$2.4B five-category retail portfolio, developing a new consumer product through U.S. launch, growing an established consumer business, and leading a 200+ person organization. Builds and manages real estate investments alongside a corporate career.

SELECTED LEADERSHIP IMPACT

- Enterprise commercial scale — Led customer marketing for a ~\$2.4B Target portfolio across Grooming, Oral Care, Hair Care, Skin Care, and Personal Care after expansion from an initial ~\$800M scope.
- Innovation — Led a net-new product from ideation and consumer discovery through MVP, production, and national U.S. launch; associated with a projected \$60M Year-1 value.
- Brand growth — Grew Gillette CARE to approximately \$70M through consumption and market-share gains.
- Operations — Directed multimillion-dollar global programs and previously led an organization of more than 200 people.
- Investing and entrepreneurship — Built and managed a substantial real estate portfolio while employed; founded Oye Corp and The Paycheck Investor.

PROFESSIONAL EXPERIENCE

PROCTER & GAMBLE | 2017–Present

Integrated Growth Leader, Grooming Business | Aug 2026–Present

- Lead integrated growth priorities across brand, customer, innovation, and commercial execution.
- Align cross-functional teams around growth opportunities and coordinated plans.

Customer Team Marketing Director, Target — Five-Category Portfolio | Apr 2025–Jul 2026

- Led customer marketing across a ~\$2.4B portfolio covering five consumer categories.
- Connected brand, retail, shopper, digital, and commercial priorities.

Customer Team Marketing Director, Target — Oral Care & Grooming | Jan 2025–Mar 2025

- Led customer marketing for an approximately \$800M portfolio; expanded responsibility within three months.

Brand Director, Gillette Ventures | Sep 2023–Dec 2024

- Led development of a net-new consumer product from concept through U.S. launch with projected \$60M Year-1 value.

- Coordinated Brand, R&D, Finance, Sales, Supply Chain, and external partners.

Senior Brand Manager, Gillette CARE | Jul 2022–Sep 2023

- Grew the business to approximately \$70M; shaped brand, innovation, and commercial strategy.

Senior Brand Manager, Gillette Base Business | Nov 2021–Jun 2022

- Led portfolio strategy for Mach, Fusion, and Pro.

Global Program & Operations Leadership | Feb 2018–Nov 2021

- Owned multimillion-dollar global programs, leading cross-functional teams to deliver superior engineering, design, and manufacturing with executional excellence, driving significant Grooming business growth.

Engineering & Operations Leadership — Group Five Pipe, National Oilwell Varco, P&G | 2013–2018

- Directed two manufacturing plants and a 200+ person organization, accountable for production, projects, and operating performance. Advanced through engineering and field leadership roles across South Africa and the U.S.

FOUNDER & INVESTMENT EXPERIENCE

OYE CORP | Founder | 2026–Present

- Established an investment and operating company focused on business acquisition, business building, and commercial growth.

THE PAYCHECK INVESTOR | Founder | 2026–Present

- Developing financial education and media resources for people building wealth while earning a paycheck.

REAL ESTATE INVESTING | Investor and operator | 2017–Present

- Built and managed a substantial multifamily real estate investment portfolio; experience includes acquisitions, financing, property operations, and tenant management.

EDUCATION & RECOGNITION

MBA — University of Massachusetts Amherst | GPA: 4.0

M.S., Engineering — Prairie View A&M University | GPA: 4.0

Harvard Business Publishing / P&G Grooming Executive BOLT Program

P&G CEO Award | P&G AALN Rising Star Award | Transformational Leadership Award

CORE CAPABILITIES

Business Growth • Commercial Strategy • Brand & Portfolio Management • Innovation • Go-to-Market • Customer Strategy • Global Program Leadership • Operations • Cross-Functional Leadership • Real Estate Investing