



Professor DURU, Sandra Chidinma,
PhD,FICA,FAISM,FSM,FIPMA,Dr,PPA,Dr,CSS,ANIPR,FICHRM,CFM,GPSF-
UK,CCCA,CCFAP

Professor of Public Policy & Strategic Communications.

✉ sandraduru2000@yahoo.com ☎ +1 (512) 645-8192 🏠 Leander, Texas,
USA

PROFESSIONAL SUMMARY

Innovative scholar-practitioner and global advocate with over 20 years of leadership in public policy, governance, gender security, and strategic communication. Effortlessly combines rigorous academic research with high-impact civic engagement, media science, and entrepreneurial ventures across Africa and the Diaspora. Specializes in social justice in Africa, with expertise in media science, public administration, disinformation, crisis communication, reputation management, and public relations.

A dynamic speaker and writer, policy analyst, and mentor dedicated to empowering women and fighting against gender and media weaponization against men. A remarkable serial entrepreneur who has successfully established companies in the food, skincare, healthcare, and supplements industries, while also actively reforming governance systems and bridging African and American perspectives on justice and development.

EDUCATION:

PhD in Public Policy & Administration

African American University, USA | 2023-2025

Dissertation: “Weaponizing Policy: The Use of Gender-Based Laws for Political Persecution & Social Manipulation. (A Case for Institutional Protection of Men’s Rights in Public Administration)”

- **PhD in Criminology & Security Studies**
Arni University, India | 2019-2022
- **M.Sc. in Criminology**
City University, Cambodia | 2016-2018
- **M.Sc. in Public Administration**
Escae Benin University, Benin Republic | 2014-2015

B.Sc. in Public Administration

Escae Benin University, Benin Republic | 2011- 2014

Masters in Guidance and Counselling

City University, Cambodia | 2008- 2010

B.Sc in Psychology

Arni University .India | 2003- 2007

B.A Mass Communication

MGU University India |1998- 2002

- **WAEC O’Level Certificate**
Eva-Adelaja Girls Secondary Grammar School, Bariga, Lagos |1997

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EXPERIENCE

ACADEMIC APPOINTMENTS

- **Professor of Public Policy & Strategic Communication (Full Professor)(Tenured)**
Azteca University ,Mexico | 2026 -Present
- **Professor of Practice in Public Policy &Strategic Communication**
Azteca University Mexico | 2026 – Present
- **Professor of Public Policy & Strategic Communications**
International American University (Honorary) | 2025 – Present
- **Adjunct Lecturer of Public Policy and Strategic Communication**
West-End Business School, Ikeja, Lagos State | 2022 - Present
- **Senior Adjunct Lecturer of Mass Communication, Public Policy and Administration**
Peace Polytechnic, Abak, Akwa-Ibom State, Nigeria |2015 – Present

PROFESSIONAL APPOINTMENTS

- **President/CEO Wenetly Business School, Texas, USA** |2025 – Present
- **President & CEO: Mgbeke Village Hut LLC** | 2020 – Present
Food | Skincare | Health Supplements | Policy Education
- Developed 100% organic product lines rooted in African wellness traditions
- Integrated policy research into community health education
- Generated sustainable revenue while funding advocacy programs
- Led an integrated wellness and policy-advocacy organization combining public-health research, organic food production, and social education.
- Creating impact across food services, wellness, natural skincare, educational services, and publishing.
- Develops signature products like the Mgbeke Supplements and natural drinks, with curated offerings for diverse audiences.
- Demonstrates strategic leadership in brand development, marketing, financial planning, and credit management, and social impact entrepreneurship.

- Champions healthy living, nutrition, wellness programs, and lifestyle education.
- Created engaging, motivational content blending romance, daily motivational and inspirational guides, wealth creation and management, family, humor, and holistic health.
- Promoted culturally relevant and natural approaches to wellness and personal empowerment.

President & Executive Director: Pre-Adult Affairs Organization (PAAO) | 1999 – Present

- Founded PAAO at age 17, focusing on youth empowerment, education, and health.
- Launched “Bare It Out! With Sandra Duru” (TV show, 2015) and The Unity and Peace Project (2016–2020) to promote national unity in Nigeria and Africa.
- Implemented vocational training, scholarships, and family integration programs.

President & CEO: TUFF, Sanchy Nigeria Limited, Zest Media & Entertainment, Others | 2000 – Present

- Manages diverse enterprises in project management, media, real estate, and consultancy.
- Founded Mgbeke Media, a global platform for daily motivational and inspirational content and news.
- Established The Unique Family Foundation (TUFF), a UN-recognized NGO for socio-economic development.

- **Media Scientist & Public Policy Consultant (Independent)**

Africa & USA | 2012 – Present

Advises governments, NGOs, and international bodies on strategic communication, reputation management, and disinformation defense.

- **Founder/CEO**

Scholar-Advocate-Tribe of Silent Achievers & Infinite Solutions Providers
| 2019 – Present

Mentors young leaders in ethics, public service, and transformational leadership.

Authored six books addressing gender, social accountability, and personal empowerment, with over 5 academic papers and thesis published on academia.edu, Google Scholar, and others.

Mentors students, young professionals, and early-career researchers in applied and theoretical disciplines.

Combines research excellence with practical expertise, creating pathways for transformative learning.

Advocates for men's and women's rights, anti-corruption, and protection against social and political injustice.

Produces multimedia exposés, including “LIE-TASHA: The Symphony of Deceit”, to raise public awareness.

Investigates the weaponization of laws for political persecution and proposes innovative policy reforms.

Supports whistleblowers and vulnerable communities with legal guidance and mentorship.

- **President & Global Director | Project TruthShield | 2025 – Present:**
A global defense initiative against false allegations, media manipulation, and gender weaponization. Spearheaded a national campaign against political & gender-based disinformation.
- **Lead Investigator & Executive Producer | 2025 – Present:**
Lie-Tasha Investigation & Documentaries on Gender Weaponization | Exposed systemic abuse, media manipulation, and gender weaponization against men; influenced policy dialogue.
- **President & Coordinator | 2023 – 2025:** National Campaign Against Political and Gender-Based Disinformation.
Public education initiative on Integrity and Youth Leadership in Africa
- **Consultant | 2021 – 2024:** Gender Mainstreaming in Nigerian Police Force | Policy brief adopted by NPF Gender Unit.
- **Director | 2020 – Present:**
Students & Youth Leadership Integrity Program | actively mentoring over 200 students across 10 African nations.
- **Lead & Executive Producer | 2020 – Present:**
Investigative media series on **Accountability in African Governance**.
- **Lead Consultant & Author | 2020 – Present:**

Strategies To Actualizing Students And Youths Support Trust Fund - Providing Solutions To Unemployment, Violence, And Education Problems In Nigeria (Research/Concept Paper)

- **Advisor | 2019 – 2021:**
SONCAP & MANCAP Compliance Advocacy | Improved regulatory transparency in trade.
- **Lead Author | 2018 – 2020:**
Proposed Ministers of Gender Affairs Framework | Submitted to the African Union & ECOWAS.

- **Media, Communications & Public Engagement**

Leverages media platforms for public education, advocacy, and motivational outreach.

Engages audiences with scholarly, insightful, and relatable content that fosters social awareness.

Shapes public discourse on policy, ethics, and community responsibility.

- **Policy, Governance & Social Reform**

Investigates intersections of law, gender, and governance, focusing on policy misuse and reform.

Advocates for institutional innovations, such as the Federal Ministry of Men's Affairs or the merger of a federal ministry of gender affairs with two directorates in Nigeria and Africa

Provides research-based policy recommendations and public guidance to influence governance and legislation.

Establishment of Project TruthShield, a global initiative and defense against gender weaponization, media manipulation, and false allegations

Mentorship & Community Empowerment

- Supports students, young professionals, and marginalized groups through education, guidance, and advocacy.
- Inspires resilience, ethical leadership, and personal development.
- Creates platforms for knowledge sharing, skill-building, and community transformation.

Professional Strengths

- Strong public presence and media influence to advocate for justice and empowerment.
 - Proven entrepreneurial leadership in multi-sector innovation with proven expertise bridging theory and practice.
 - Skilled in policy analysis, social research, mentorship, and community engagement.
 - Recognized for combining scholarship, ethics, and real-world impact.
 - Secured multiple international grants for gender mainstreaming and youth leadership
 - Mentored over 200 emerging leaders through the “Tribe of Silent Achievers” initiative
 - Recognized for advancing policy accountability, reputation management, and communication strategies that drive institutional transparency and ethical leadership
 - Organized “Healing Through Food & Advocacy Retreat” in the U.S. and Nigeria.
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PROFESSIONAL CERTIFICATIONS & LICENSES

Professional Qualification License & Certification (PQLC)

Teachers' Registration Council of Nigeria (TRCN) | 2026

Doctoral Fellow

African Institute of Strategic Managers (AISM) | 2025

Doctoral Fellow

Institute of Professional Managers & Administrators of Nigeria (IPMA) | 2025

Fellow (FICA)

National Institute of Credit Administration (NICA) | 2025

Doctor, Fellow (Dr. FCIHRM)

Chartered Institute of Human Resource Management (CIHRM) | 2025

Ph.D. Business Administration (Honoris Causa)

African American University, USA | 2025

Professor of Public Policy & Strategic Communication(Honoris Causa)
International American University, Los Angeles, USA | 2025

Honorary Doctorate, Humanities
European American University | 2014

Honorary Doctorate
UN Academy of Universal Global Peace (UN-AUGP) | 2013

NYSC Exemption Certificate
National Youth Service Corps Headquarters Abuja | 2026

Certified Chartered Credit Administrator (CCCA)2025

Global Postgraduate Specialist Fellow (GPSF) in Credit Management 2026 (UK)
Postgraduate Credit Management College UK

Advanced Professional Certification (APC) in International Journalism & Strategic Communication
British American Business School Abuja | 2025

Advanced Professional Certification in Journalism and Strategic Communication.
Mainland Business School Anyangase October 2025

Associate, Media and Public Relations
Nigerian Institute of Public Relations (NIPR) | 2025

Executive Diploma in Peace Leadership and Management
NISSI Safety Management Institute August 2024

Certificate, Food Manager Classes
Texas Department of State Health Services | 2024
PROFESSIONAL MEMBERSHIPS

Fellow (FICA)
National Institute of Credit Administration (NICA) | 2025

Fellow (FSM)
Institute of Strategic Management of Nigeria Chartered (ISMNC) | 2025

Member

Institute of Strategic Management of Nigeria Chartered (ISMNC) | 2025

Member

Nigerian Institute of Public Relations (NIPR) | 2013

AWARDS & RECOGNITIONS

Overall Best PhD Graduating Student Merit Award African American University.2025

Outstanding Merit Award of Excellence Peace International Interdisciplinary Research Institute.2025

Global Peace Ambassador Award Peace International Interdisciplinary Research Institute.2025

Outstanding Leadership in Womens Rights and Public Policy Award Global Women Leader Forum 2022.

Distinguished Scholar Advocate for Gender Security African Policy Institute 2021.

Media Impact and Social Justice Excellence Award West African Media Network 2019.

Anti-Corruption Advocacy Honor Transparency International 2018.

Women's Empowerment Leadership Medal Nigerian Women in Governance 2016.
NiMSA Platinum Award of Excellence Nigerian Medical Student Association 2013.

Most Outstanding Nigerian Youth Icon National Association of Nigerian Students 2013.

Community Philanthropic Award, Kaoda Oba Azeez Adewale Olayeni Dada Aluko 2006.

Distinguished Personality of All Time Award University of Lagos Students Union 2001.

Virtuous Woman Award University of Lagos Students Union 2000.

Natural Woman Award Sisters Circle, Muslim Students Society of Nigeria.

Outstanding Individual Award African Youth Congress.

Iron Lady of Epitome Award West African Students Union

RESEARCH & TEACHING INTERESTS

- Gender & Security Policy in Emerging Democracies
- Strategic & Crisis Communication in Governance
- Media, Disinformation & Public Perception Management
- Leadership, Integrity & Ethical Public Administration
- African Governance Systems & Policy Reform
- Reputation Management & Public Relations Strategy
- Gender and Power in African Political Discourse
- Weaponization of Policy and Law
- Media, Cybercrime Awareness, and Social Manipulation
- Cultural Resilience and Women's Rights
- Indigenous Knowledge and Modern Public Health
- Gender Weaponization, Media, and Political Manipulation Against Men

SELECTED PUBLICATIONS (Books)

(Full bibliography available on request)

- Duru, Sandra. C | **Rebuilding Trust in Governance** | 2017
- Duru, Sandra. C | **Media, Morality & Manipulation** | 2019

- Duru, Sandra. C | **Voices of the Silenced: Justice and Leadership in Transition** | 2020
- Duru, Sandra. C | **Power, Policy & Integrity in Africa** | 2022
- Duru, Sandra. C | **Soul Tonic: A Daily Motivational & Inspirational Guide (Vol. 1)** | 2022
- Duru, Sandra. C | **Voice of Nature: My Life & Daily Chronicles (Vol. 1)** | 2022
- Duru, Sandra. C | **The Mgbeke Village Handbook for Healthy Living** | 2023
- Duru, Sandra. C | **Soul Tonic: A Daily Motivational & Inspirational Guide (Vol. 2)** | 2025
- Duru, Sandra. C | **Voice of Nature: My Life & Daily Chronicles (Vol. 2)** | 2025
- Duru, Sandra. C | **Unheard Screams: The Hidden War on (Wo)men** | 2025
- Duru, Sandra. C | **Weaponizing Policy: A Case for Institutional Protection of Men's Rights in Public Administration (PhD Thesis)** | 2025
- Duru, Sandra. C | **The Laws They Twist: Gender Weaponization & The Persecution Of Men - A Case for Institutional Protection of Men's Rights in Public Administration** | 2025
- Duru, Sandra. C | **From Village Girl To Global Voice** (Memoir)
- Duru, Sandra. C | **Strategies To Actualizing Students And Youths Support Trust Fund: Providing Solutions To Unemployment, Violence, And Education Problems In Nigeria** (Research/Concept Paper)
- Duru, Sandra. C | **Silent Achievers: The Tribe That Builds Without Noise**
- Duru, Sandra. C | **Lie-Tasha: The Symphony of Deceit** (Spoken Word Companion Book) | 2025

- Duru, Sandra. C | **Weaponizing Policy: A Case For Institutional Protection Of Men's Rights In Public Administration** (academia.edu | Google Scholar)
- Duru, Sandra. C | **Weaponizing Policy: The Use Of Gender-Based Laws For Political Persecution And Social Manipulation** (academia.edu)
- Duru, Sandra. C | **Weaponizing Policy Thesis For Publishing** (academia.edu | Google Scholar)
- Duru, Sandra. C | **Emotional Intelligence For Workplace Success** (academia.edu)
- Duru, Sandra. C | **Power Alignment And Strategic Structural Dynamics: A Comparative Analysis Of Power Tussles Across Political, Institutional, And Personal Arenas** (academia.edu)
- Duru, Sandra. C | **Weaponizing Policy: Gender Based Legal Frameworks as Instruments of Political Persecution and Social Manipulation** (academia.edu)
- Duru, Sandra. C | **Gender Representation, Political Accountability, and the Risks of Gender Weaponization in Democratic Governance** (academia.edu)
- Duru, Sandra. C | **Akpo-Akpa SweetSour Romance: The Raw and Undiluted Story They Tried To Silence** (Comic Book Series) | 2026

SELECTED INVESTIGATIVE & POLICY PROJECTS

2023 – 2025:

- President & Coordinator | **National Campaign Against Political and Gender-Based Disinformation.**

2021 – 2024:

- Public education initiative on **Integrity and Youth Leadership in Africa**

2021 – 2024:

- Consultant | **Gender Mainstreaming in Nigerian Police Force** | Policy brief adopted by NPF Gender Unit.

2020 – Present:

- Director | **Students & Youth Leadership Integrity Program** | actively mentoring over 200 students across 10 African nations.

2020 – Present:

- Lead & Executive Producer | Investigative media series on **Accountability in African Governance**.

2020 – Present:

- Lead Consultant & Author | **Strategies To Actualizing Students And Youths Support Trust Fund - Providing Solutions To Unemployment, Violence, And Education Problems In Nigeria** (Research/Concept Paper)

2019 – 2021:

- Advisor | **SONCAP & MANCAP Compliance Advocacy** | Improved regulatory transparency in trade.

2018 – 2020:

- Lead Author | **Proposed Ministers of Gender Affairs Framework** | Submitted to the African Union & ECOWAS.

PROFESSIONAL SERVICE & LEADERSHIP

Editorial & Review Roles:

- Peer Reviewer, “African Journal of Public Administration”
- Editorial Board, “Journal of Strategic Communication & Crisis Management”

Media Host & Producer Roles:

- Hosts “Bare It Out With Prof. Mgbeke” and “TUFF Connect With Sandra Duru”.
- Produced “Case Study Live” (Star 101.5 FM) and “Youth Round Table” (MITV).
- Created several documentaries, including “Lie-Tasha”, “The Senate Chronicles”, and the “Say No To Gender Weaponization Against Men Campaign”.

Consultancy:

- Former Principal Consultant for Standards Organization of Nigeria (SON).
- Provides expertise in media, public relations, strategic leadership, and civic engagement.
- Former Principal Consultant for RAHVET International.
- The Police Women's Unit (P.W.U.).
- The Police Service Commission, Presidency, Abuja, Nigeria.
- Consultant to Shyllon Properties (Nig) Ltd, a major player in the Real Property Consultant Services & Real Estate Management industry.
- Consultant to KULFANA Mining Company.
- Honorary Consultant to the Africa Refugees Foundation (AREF).
- Member of the Board of Trustees, Young Girls Foundation (YGF).

Youth Counselor and Programme Officer:

- Action Health Incorporated, Robin Joseph, & Dayspring Foundation |1997 – 1999
 - Served as Youth Counselor and Participatory Video Communication Officer.
 - Acted as Programme Officer and Research Executive at Robin Joseph.
 - National Youth Coordinator at Dayspring Foundation, addressing cultism in Nigeria.
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CONFERENCES:

- Participant, Workshop on Strategy and Policy Formulation for Sustainable Performance, organized by the Institute of Strategic Management of Nigeria Chartered (ISMNC) | 2025.
- Participant, 2-Day Workshop on Advanced Strategic Leadership in a Changing World, organized by the Institute of Strategic Management of Nigeria Chartered (ISMNC) | 2025.
- Chair, “Media Weaponization Against Women” Panel | ASA Annual Meeting | 2023.
- Keynote Speaker, UN Women Africa Forum on Gender & Security | 2022.
- Participant, Nigerian Police 7th Annual Graduation Ceremony of the Police Human Rights Officers Education | Lagos State Police Command, Nigeria | 2009.
- Special Guest of Honour and Speaker, Chief MKO Abiola Dinner/Lecture | Sheraton Hotel, Lagos, Nigeria | 2006.
- Participant, National Youth Summit | Abuja, Nigeria | 2001.
- Chair, “Day of the African Child” Symposium | Abuja, Nigeria | 2000.
- Participant, African Leadership Forum (ALF) | Young Leaders Training, Ota, Nigeria | 2000.
- Chaired the committee with Daily Times Nigeria in collaboration with the ALF committee on the “Nigeria at 40 Project” | 2000.
- Participant, the Commonwealth Business Council (CBC) meeting, and the Commonwealth Heads of Government Meeting (CHOGM) in Kampala, Uganda | 2007.
- Participant, the Commonwealth Heads of Government Meeting [CHOGM] in Kampala, Uganda, and the Africa-Americas-Asia Business Summit, Mauritius | 2008.
- Participant, Africa Investment Forum 2006 (Commonwealth Business Council Meeting) in Johannesburg, South Africa. The forum was organized by the Commonwealth Business Council and the New Partnership for Africa Development (NEPAD) | 2006.
- Participant, Department of Trade and Industry Summit, Republic of South Africa.
- Partnered with ECLECTIC Network on “Eclectic Network Summit: Police Reform”, at the National Institute of Medical Research (NIMS), Yaba, Lagos State, Nigeria | 2006.
- Participant, “Farm House Dialogue” held in Ota, Ogun State, Nigeria, and organized by Africa Leadership Forum (ALF) | 2001.

- Participated in the Parliamentary Conference on Stability, Security, Development and Cooperation in Africa (CSSDCA), held in Abuja Sheraton Hotels | 2000.
 - Participant, African Leadership Forum Youth Leaders Training workshop on “Functional Democratic Leadership” held in Ota, Ogun State, Nigeria, and the Democratic Leadership Training, organized by Africa Leadership Forum (ALF) and sponsored by USAID/OTI | 2000.
 - Participant, “Building a Culture of Peace, Character, Family and Public Service” conference organized by Interreligious and International Federation for World Peace (Europe) & Association of Non-Government Organizations, held at ECOWAS Conference Center, Abuja, Nigeria | 2002.
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PROFESSIONAL AFFILIATIONS

- International Public Policy Association (IPPA)
- Global Communication & Public Relations Network (GCPRN)
- Women in Public Administration Forum (WPAF)
- African Studies Association (ASA)
- Nigerian Institute of Public Relations (NIPR) – Associate
- African Institute of Strategic Managers (AISM) – Doctoral Fellow
- Institute of Professional Managers & Administrators of Nigeria (IPMA) – Doctoral Fellow
- National Institute of Credit Administration (NICA) - Fellow
- Honors Society of America – Member
- Board of Trustees, Young Girls Foundation (YGF) – Member
- Chartered Institute of Human Resource Management (CIHRM) – Doctor, Fellow
- Peace International Interdisciplinary Research Institute (PIIRI)
- Teachers' Registration Council of Nigeria (TRCN)
- African American University
- Institute of Strategic Management of Nigeria Chartered (ISMNC) – Fellow
- UN Women Africa Forum on Gender & Security
- Police Human Rights Officers Education
- African Leadership Forum (ALF)
- Commonwealth Business Council (CBC)
- Commonwealth Heads of Government Meeting (CHOGM)
- New Partnership for Africa Development (NEPAD)
- Department of Trade and Industry, Republic of South Africa

- ECLECTIC Network
 - National Institute of Medical Research (NIMS)
 - Parliamentary Conference on Stability, Security, Development and Cooperation in Africa (CSSDCA)
 - United States Agency for International Development (USAID)
 - Interreligious and International Federation for World Peace (Europe)
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SKILLS

Policy & Communication: Strategic Planning | Crisis Response | Reputation & Crisis Management | Strategic Communication | Public Relations Policy Analysis & Advocacy | Public Speaking & Media Training | Mentorship | Conflict Resolution, Mediation, & Negotiation

Research: Qualitative Analysis | Grant Writing | Investigative Research | Curriculum Design

Digital: Canva | Hootsuite | WordPress | Microsoft Office | Zoom/Webinar Platforms.

LANGUAGES

- English – Fluent (Academic & Professional)
 - Igbo – Native Speaker
 - Yoruba – Native Speaker
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REFERENCES

Available upon request
