

PROFILE OF THE DIRECTOR-GENERAL/CHIEF EXECUTIVE OF THE ITF, SIR JOSEPH NTUNG ARI



Sir Joseph Ari was born on the 21st of December, 1960. He is a holder of the West African School Certificate, Diploma in Broadcast Journalism, Post Graduate Diploma in Journalism and Post Graduate Diploma in Management. He also holds a degree in Law (LL B (Hons.)), a Masters Degree in Law LLM, and Masters Degree in Business Administration (MBA). His working career spans a period of over two decades, covering different spheres of disciplines and human endeavour.

Sir Ari started broadcasting from the scratch at the Plateau Broadcasting Corporation as a News Reporter/Presenter; had a stint with the Federal Radio Corporation of Nigeria Lagos as a Newscaster and subsequently moved over to the Nigerian Television Authority (NTA) as a News Editor/Caster. His working career took him to the National Insurance Corporation of Nigeria, (NICON) where he was the Public Relations Manager, North.

Sir Joseph Ari was also the Director of Press and Public Affairs to two Governors of Plateau State before his appointment as the Sole Administrator and later General Manager of the Plateau Publishing Company, (PPC) Jos. Thereafter, he was reassigned to the Plateau Radio Television Corporation, (PRTVC), as General Manager. To date, he remains the first Plateau citizen to have headed the two state media outfits at different times.

Sir Ari completed the cycle of his public service at the state level when he was appointed Permanent Secretary in charge of Government House Administration; a position he held until his appointment by the Federal Government as a Director in the Department of Public Relations, External Affairs and Publicity of the Industrial Training Fund, ITF, a grade 'A' Federal Government Parastatal under the aegis of the Federal Ministry of Industry, Trade and Investment.

As the Director of Public Relations, he introduced the re-branding philosophy which saw members of staff re-oriented to provide quality service to Clients of the Fund. The policy also engaged external stakeholders, thus paving the way for increased support and collaboration for smooth implementation of the ITF Act

Sir Ari was also at different times the Director of Administration and Human Resource Department, Corporate Planning Department and the Director Business Training Development Department at the ITF Headquarters.

He is a member of the Nigeria Union of Journalists, NUJ, a member of the Nigerian Institute of Management, member of the Advertising Practitioners Council of Nigeria, APCON, a Fellow of the Corporate Administration Institute and a Fellow of the Nigerian Institute of Public Relations, NIPR. Recently, he concluded two terms as a member of the Institute's Governing Council.

He has attended various management and professional courses both within and outside the country. He has also bagged many awards of professional excellence from different Agencies, bodies and organisations.

A devout Christian, Sir Ari, is a Knight of the Catholic Church of the Order of St. Mulumba (KSM), where he has held positions as Chancellor and Grand Knight of the Order.

His works of charity are numerous, but he prefers to engage in such activities quietly and with little publicity.



Married to Lady Victoria Ari with five boys, his watch word is humility, while his motto is "This too shall pass away" drawn from a biblical verse.

