

Pro-Chancellor,

Oreoluwa Oduba is a multi-talented television and radio presenter and winner of 2016's Strictly Come Dancing. Since graduating from Loughborough in 2008, Ore's career has encompassed children's television, sports broadcasting – including anchoring the 2016 Rio Olympics for the BBC - and guest slots for shows including This Morning, The One Show and Radio 2's Steve Wright Show.

As a child growing up in Wimborne, just outside of Bournemouth, Ore's early ambition was to become a professional footballer. However, his hopes were dashed when his friends told him he simply wasn't good enough. He had a "light bulb moment" when, aged 16, he realised that a career in sports broadcast journalism could combine his loves of football, stage performance and TV. He proceeded to contact every newspaper and radio station in Dorset to try to secure work experience. After three attempts he secured a short placement at BBC South Today, shadowing the sports anchor, Roger Johnson. Just ten years later, and only five years after graduating, he found himself with Roger again – this time co-presenting BBC Breakfast news with Roger on BBC1.

His rapid career trajectory is the result of hard work, determination, and a refusal to accept rejection. Following his work experience at 16, Ore decided to apply for a place on the renowned Edinburgh TV Festival scheme for young people aged 17 to 21. He was rejected. So he applied again, and again, and again, until he finally got a place in 2007 - the last time he would be eligible. He reflects that he was determined to make his own luck, and just kept on pushing until he got what he wanted. The scheme enabled Ore to network with established producers and directors, including the CBBC director who would ultimately give Ore his first presenting role.

Ore loves his work, and his passion for presenting and engaging with his audience is palpable. His Strictly Come Dancing win opened yet more doors, and he notes that his career took off as if it was "on steroids". He has since refocused his career and goals to take advantage of every opportunity, and is overwhelmingly positive about the whole experience. He credits his wife, family and close friends with keeping his feet on the ground. In today's world of social media and instant gratification, Ore's advice to emerging media stars is to make time for the ones you love, as they will always be there for you.

Pro-Chancellor, I have the honour to present Oreoluwa Oduba, and I ask you to confer upon him the degree of Doctor of Arts, *honoris causa*.