

**AJ Odudu** is one of the nation's most recognisable broadcasters. With bags of energy and her Lancashire charm, she is one of the UK's leading presenters. Born to Nigerian parents, AJ grew up with her seven siblings in Blackburn and has a degree in English & Politics.

AJ is currently the co-host of ITV's Big Brother and Celebrity Big Brother alongside Will Best. The pair have hosted 'The Original Social Experiment' since its reboot in 2023. In April 2025, AJ presented the second season of ITV's Celebrity Big Brother, which featured high-profile US contestants JoJo Siwa and Mickey Rourke, driving the show to reach a wider international audience - with 8 million streams in the first week. The series generated huge buzz across social media and captured attention from audiences around the globe. The Big Brother brand has now surpassed 100 million streams for ITV

AJ can also be seen teaming up with Vernon Kay to co-host the ITV series, M&S: 'Dress The Nation', a design competition series that follows 10 of Britain's best amateur clothes designers as they compete to secure the role of junior designer at M&S' headquarters.

Further career highlights include reaching the final of Strictly Come Dancing 2021, co-hosting C4's The Big Breakfast special reboot alongside Mo Gilligan – winning two RTS Awards and the Edinburgh TV Award for Best TV Presenters – hosting The Bridge, which aired on HBO Max and Channel 4, and hosting Channel 4's spin off show for Married At First Sight. AJ was the UK spokesperson at the Eurovision Song Contest 2022, making history announcing the Jury votes live from Salford for the first time ever, and she also took part in the Late Queen's ceremonious Platinum Jubilee Pageant.

Recent brand campaigns include Marks & Spencer, Diet Coke, Sol De Janeiro and Google Pixel. AJ has also written for outlets such as Vogue and Grazia, covering a range of topics she is passionate about. In February 2024 she was featured in British Vogue, graced the front cover of Hunger Magazine in November 2024 and Women's Health Magazine in May 2022.

Having recently purchased a new home in South London, AJ plans to continue documenting her DIY renovations on her home-specific Instagram channel @homewithaj and remains passionate about interiors. A qualified personal trainer and sports nutritionist, AJ also has a huge interest in health and fitness. AJ has received an Honorary Fellowship Award from the University of Central Lancashire for her contribution to presenting and broadcasting.