

AJ Odudu is one of the UK's most recognisable and sought-after broadcasters. Born in Blackburn to Nigerian parents, AJ grew up alongside seven siblings and went on to graduate with a degree in English & Politics. Her infectious energy and natural Lancashire warmth have made her one of British television's most compelling on-screen presenters.

AJ currently co-hosts ITV's Big Brother and Celebrity Big Brother alongside Will Best. Since fronting the revived format in 2023, the duo has firmly re-established the series as a cultural moment - most recently with the April 2025 series of Celebrity Big Brother, which welcomed high-profile US stars JoJo Siwa and Mickey Rourke and drew 8 million streams. The Big Brother brand has now surpassed 100 million streams on ITV.

She can also be seen co-hosting M&S: Dress The Nation alongside Vernon Kay - an ITV design competition following ten of Britain's best amateur clothes designers as they compete for a junior designer role at M&S.

Beyond Big Brother, AJ's career spans some of television's most prestigious stages. She reached the final of Strictly Come Dancing in 2021, co-hosted Channel 4's Big Breakfast reboot with Mo Gilligan - taking home two RTS Awards and the Edinburgh TV Award for Best TV Presenter, and hosted The Bridge for HBO Max and Channel 4. In 2022, she made Eurovision history, as the first UK's spokesperson to deliver the jury votes live from Salford and later on that year took part in the late Queen's Platinum Jubilee Pageant.

An in-demand brand partner, AJ has collaborated with some of the most iconic names in fashion, beauty, food and drink. She has written for both Vogue and Grazia, appeared in British Vogue in February 2024, and has graced many covers including Hunger Magazine and Women's Health.

Having purchased her Lewisham home in 2019, AJ began documenting her DIY renovations on her interiors Instagram, @homewithaj, which has since grown into a dedicated community of design and home styling enthusiasts. In 2025 she acquired a second South London property -with plans to renovate once again and bring her followers along for the journey.

In 2025, AJ co-founded SERVED with her best friend Chris - a curated supper club born from a shared love of hosting and bringing interesting people together over food, conversation and community. Both coming from big, close-knit families, the pair created SERVED to capture that same warmth, conviviality, and connection.

A qualified personal trainer and sports nutritionist, AJ is deeply passionate about health and fitness. She holds an Honorary Fellowship from the University of Central Lancashire in recognition of her outstanding contribution to broadcasting.