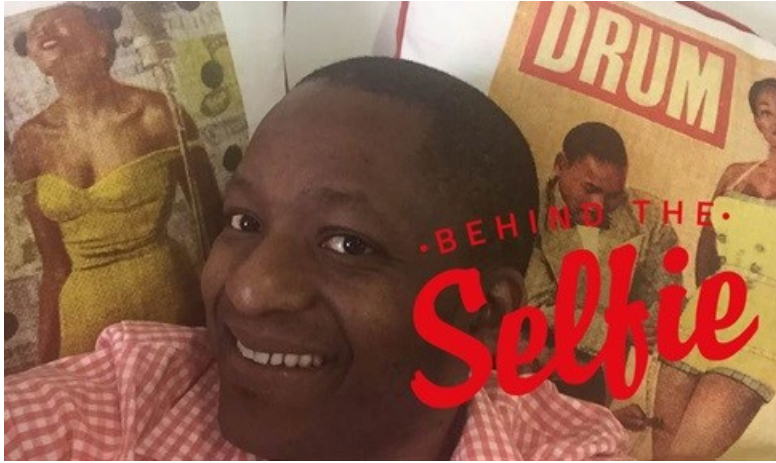


with... Alistair Mokoena

This week, we find out what's really going on behind the selfie with Alistair Mokoena, Managing Director of Ogilvy & Mather Johannesburg...



Mokoena took this selfie on one of the couches in his office.

1. Where do you live, work and play?

Mokoena: I live in Midstream Estate. I work in Bryanston. I relax in the bush with a Nikon camera.

2. What's your claim to fame?

Mokoena: I'm a proud classical marketer and a humble leader.

3. Describe your career so far.

Mokoena: I've had an amazing career, 14 years in marketing and 3 years in advertising. I've gone from a marketing trainee to a Managing Director of blue-chip organisations.

4. Tell us a few of your favourite things.

Mokoena: I love being a dad.

I love coaching and mentoring people.

I love solving business problems and helping brands grow.

I love music. I have a huge collection across all genres imaginable.

I love photography and have created an awesome collection over the years.

5. What do you love about your industry?

Mokoena: I love the fact that I get exposed to fifteen different industries at any point in time.

6. What are a few pain points your industry can improve on?

Mokoena: I think new business pitches are too cumbersome. Why is it that we have to deliver full services before we are selected? Why can't advertising agencies get selected on the basis of their credentials like other professionals, such as lawyers, doctors, interior designers and architects?

7. Describe your average workday (if such a thing exists).

Mokoena: I work from 9am to 6pm. My day consists of one-on-ones with staff, meetings to talk about the work, client meetings, admin, emails, phone calls as well as "me time" at the end of the day for personal reflection.

8. What are the tools of your trade?

Mokoena: A strategic mind, an eye for creativity, tenacity, a business mind, a love for people and relationships.

9. Who is getting it right in your industry?

Mokoena: The top five agencies are all formidable competitors. No one agency dominates creative excellence.

10. What are you working on right now?

Mokoena: Our agenda is very simple: We are here to create value for all our stakeholders. We are about work that sells. But to achieve that, you need happy staff.

11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

Mokoena: Integration, effectiveness, efficiencies, profitability, big data, acquisition, retention, return on investment.

12. Where and when do you have your best ideas?

Mokoena: When running, cycling, on a game drive or over a bottle of wine.

13. What's your secret talent/party trick?

Mokoena: Simplicity. I simplify everything. And I always remind myself that human beings are driven by love and fear.

14. Are you a technophobe or a technophile?

Mokoena: Definitely a technophile.

15. What would we find if we scrolled through your phone?

Mokoena: I'm not a DIY guy, I have a supplier for everything.

16. What advice would you give to newbies hoping to crack into the industry?

Mokoena: Humility, hunger, patience, never stop learning, stay inquisitive, aim to make a difference in the world.

17. Plug your contact details, punt yourself - list all the places people can find you/your work online...

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You can read more about [Mokoena by clicking here](#), and all about Ogilvy Johannesburg in their [press office](#).

*Interviewed by [Leigh Andrews](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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