

Ashantha Thompson



By [Louise Marsland](#)

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Ashantha Thompson has been appointed as a non-executive director to House of Brave. The former CEO of Grid Worldwide Branding and Design will assist in growing the brand internalisation, content marketing and PR divisions. Thompson left the industry several years ago to settle in Cape Town and is returning with "interesting ideas" for the industry.

Q: Why return to the advertising industry?

A: It is wonderful to come back into the industry and reconnect. I've invested a lot of my time and energy in the industry and to not return in some shape or form, I wouldn't be doing myself justice. I've also missed that fulfilment and missed my peers and colleagues. It is time to re-establish those connections again.

Q: What will your new position entail?

A: I will be working on structured projects. I will be helping on BEE strategy and offering advice and counsel. (House of Brave MD) Andrew Shuttleworth and I were students together, we are close friends. I would also like to get involved on CSI as well. My input will be structured on a project basis and I will work with specific clients.

Q: What is your core strategy?

A: I buy into the philosophy of being 'brave'. By nature and being an entrepreneur, it is what I love and one has to be bold and courageous. Brave things can be achieved when you have similar spirited people. I would like to make a difference and learn as well.

Q: What did the creative break from the industry do for you?

A: Everything I learned I was able to apply to my personal project of building my dream house, get back into nature, follow my own passions. I did all the landscaping on my plot myself. It was very satisfying to have time to devote to my own life, time is precious. An agency environment is a lifestyle, you are always on the clock.

Q: Most important attribute needed to do your job?

A: Empathy and also courage to follow through with your ideas, to follow through with your actions, to have the energy and passion. To take those next steps to make that vision and dream into a reality. One has to bring it to reality and that requires one to be bold.

Q: How do you hope to make an impact?

A: Bringing a fresh approach, coming back in with fresh eyes, asking a lot of questions, being a sounding board, challenging the status quo.

Q: What inspires you?

A: Authenticity, nature. Being true to myself and appreciating everything that I have. Gratitude as well. That spurs me on. I hope the projects I take on will have a long term impact on the House of Brave strategy in terms of economic empowerment... and building brave, authentic brands.

Q: Your life philosophy?

A: I've always loved being the architect of your own destiny. I'm a strong believer in Buddhist principles, I believe in cause and effect and creating good karma. You have to take action and you have to be that change.

Q: Tell us something about yourself not generally known?

A: I've become a bee keeper now, although still in training.

Q: At the top of my 'bucket list' is...

A: Spend more time with family and friends that are abroad; travel more in India.

ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: www.sourceagency.co.za.

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