

# #BrandManagerMonth with... Busi Sizani

This week, we find out what's really going on behind the selfie with Busi Sizani, partnerships manager at Uber South Africa.



I'm a technophobe, but I do take Uber-selfies. Not necessarily in Uber vehicles...

## 1. Where do you live, work and play?

**Sizani:** I live in Cape Town but the world is my playground.

## 2. What's your claim to fame?

**Sizani:** I am extremely proud to say I've produced my first feature film, *Ayanda*, which is being received so well thus far, both here in SA and the US and currently available on Netflix.

I'm also the person that brought all Uber riders boerewors to your doorstep last Heritage Day. Who knows what's next...

## 3. Describe your career so far.

**Sizani:** Theology graduate turned TV producer turned sports producer turned brand manager turned artist manager turned business owner turned film producer turned marketing manager turned all-round strategist and South Africa partnerships chief negotiator and manager for one of the most awesome companies in the world. That's Uber, in case you're wondering.

## 4. Tell us a few of your favourite things.

**Sizani:** Food, travel and love.

## 5. What do you love about your industry?

**Sizani:** That it refuses to stand still. It's dynamic and fast-paced and often presents changes that leave you breathless. That's how I like to live. Right in the moments that take your breath away.

## 6. List a few pain points your industry can improve on.

**Sizani:** As our CEO says "...*We exist in the physical world. When you push a button on your phone, a car moves across the city and appears where you are.*" I think this is true of any technology company; we exist in an industry that serves people, not the other way around. I think there is always room for everyone to work on bettering their customer service each and every day - this is how you create brand evangelists. At Uber we have proven our commitment to people and continue to work each and every day to better our customer service.

## **7. Describe your average workday, if such a thing exists.**

**Sizani:** That certainly does not exist.

On any given day I could be on calls with teams around the world, executing a campaign, heading to a meeting or speaking engagement or buried in my laptop on a bean bag working on a proposal.

## **8. What are the tools of your trade?**

**Sizani:** Data, data, data. We live on it. But a keen intuition and a mobile phone that never dies helps, too.

## **9. Who is getting it right in your industry?**

**Sizani:** Airbnb, Snapchat, Discovery, Amazon.

## **10. What are you working on right now?**

**Sizani:** I'm on a partnerships sprint for 2016. Selecting and evaluating our strategic partners for this year and the impact and scale of what we can achieve together.

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

**Sizani:** Scalable, super pumped, efficiency, deep dives.

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

**Sizani:** On flights - in the silent space just before take-off!

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

**Sizani:** I'm an amazing cook. I find it creative and relaxing. Something about being able to surprise, delight and nurture at the same time is so appealing.

## **14. What would we find if we scrolled through your phone?**

**Sizani:** Lots and lots of apps – and Uber, of course!

## **15. What advice would you give to newbies hoping to crack into the industry?**

**Sizani:** Don't box yourself in but strive to do one thing better than anyone else in the world!

You can read more about Uber by [clicking here](#), and interact with Sizani and Uber through the following social media accounts:

[Uber Facebook](#)

[Uber Instagram](#)

[Uber Twitter](#)

[Sizani Twitter](#)

[Uber Youtube](#)

\*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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