

with... Ken Varejes

This week, we find out what's really going on behind the selfie with Ken Varejes, CEO of Nfinity.



Nfinity's new offices are up and running!

1. Where do you live, work and play?

Varejes: Morningside/Sandton and unfortunately there's not much time for play. I'm trying to get this right.

2. What's your claim to fame?

Varejes: Working in a vibrant industry with a great team of people. The better the team, the better it makes you look. Always look to get people in your space who are better than you are.

3. Describe your career so far.

Varejes: Challenging and really enjoyable, with many ups and downs. I've had the opportunity to work with great business, marketing, sales and operations people.

4. Tell us a few of your favourite things.

Varejes: A burger at the Hard Rock Café; walking into the offices and seeing our sales teams at work; and a great cheesecake!

5. What do you love about your industry?

Varejes: Every day brings its challenges, which vary day by day so there's no time to slack off.

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

Varejes: Getting certain clients to call back after leaving messages for them. Getting ADEX to classify their OOH segments correctly so we can show the industry that OOH really accounts for 11.8% of adspend and not the 4.6% that ADEX shows!

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

Varejes: The days vary dramatically but MEETINGS is the one word that stands out. I'm trying really hard to make them client-related rather than internal.

8. What are the tools of your trade?

Varejes: Being as creative and innovative as we can, whilst making sure that our core business flourishes.

9. Who is getting it right in your industry?

Varejes: I think we all get it right in different ways. The OOH space is challenging and with the adspend now sitting at 11.8% in OOH, we are a dynamic bunch of operators from transit media to shopping malls, washrooms, salons, pharmacies, golf courses and many more areas of convergence.

10. What are you working on right now?

Varejes: These responses!

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

- Areas of convergence: OOH media where the consumers meet
- Dwell time
- Proximity branding relative to the consideration set: Advertising where the product is sold plays a stronger role when determining media spend

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

Varejes: Brainstorming with the team at the office. One idea leads to the next, and before you know it we have a solution... most of the time.

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

Varejes: Managing to make a few whiskies last at functions without getting too wrecked. It doesn't always work, though!

14. Are you a technophobe or a technophile?

Varejes: I'm not sure, at least I got the selfie right!

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

Varejes: Quite a few apps that mostly don't get used, and a ton of photos.

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

Varejes: Put in the hours and never say die. Tomorrow is a new day; tomorrow is a better day.

You can read more about Varejes by [clicking here](#) or interact with him through the following social media accounts:

[Facebook](#)

[Twitter](#)

[Email](#)

*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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