

# Rani Bisal, executive head of Business Optimisation at DStv Media Sales

 By [Jessica Tennant](#)

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This week, we go behind the mask with Rani Bisal, executive head of Business Optimisation at DStv Media Sales.

At Loeries Creative Week, Bisal spoke about SMarketing. “Living in the moment is what I believe in and Loeries is the present. The theme is also very close my heart, #CreateChange. Change is the only constant but only if you adapt and adopt it.”



■ ***So tell us, what's really behind your mask (literally and/or figuratively speaking).***

A smile from the bottom of my heart!

■ ***Where are you locked down?***

In my little heaven, home. A place that treats me like a Rani, a queen!

■ ***How are you finding working from home or physical distancing at the office / how has your way of working changed?***

It hasn't changed at all for me. It's been 15 years since I started my professional career. I have been away from my Mom and family physically but never mentally. I am so connected with my mom even not being physically with her. It naturally came to me when the social distancing and work from home started. Very comfortable and I love it. When I do step out, I make sure I play my part by wearing a mask at all times and carrying my own sanitiser.

■ ***Describe a typical workday, if such a thing exists.***

It actually doesn't exist because work is just one part of my life which comes and goes like any other activity. I do like watching a movie, reading a book. I love what I do, it doesn't matter what the work is!

■ ***How do you maintain a good rapport with your teammates/clients?***

I start a relationship from the basic of being a human, be truthful and honest and then stay connected.

■ ***How do you socialise these days?***

For me socialising has always been natural; like with birds within my garden. I embrace them without touching them, I talk to them without seeing them, and watching my favourite shows on DStv of course!

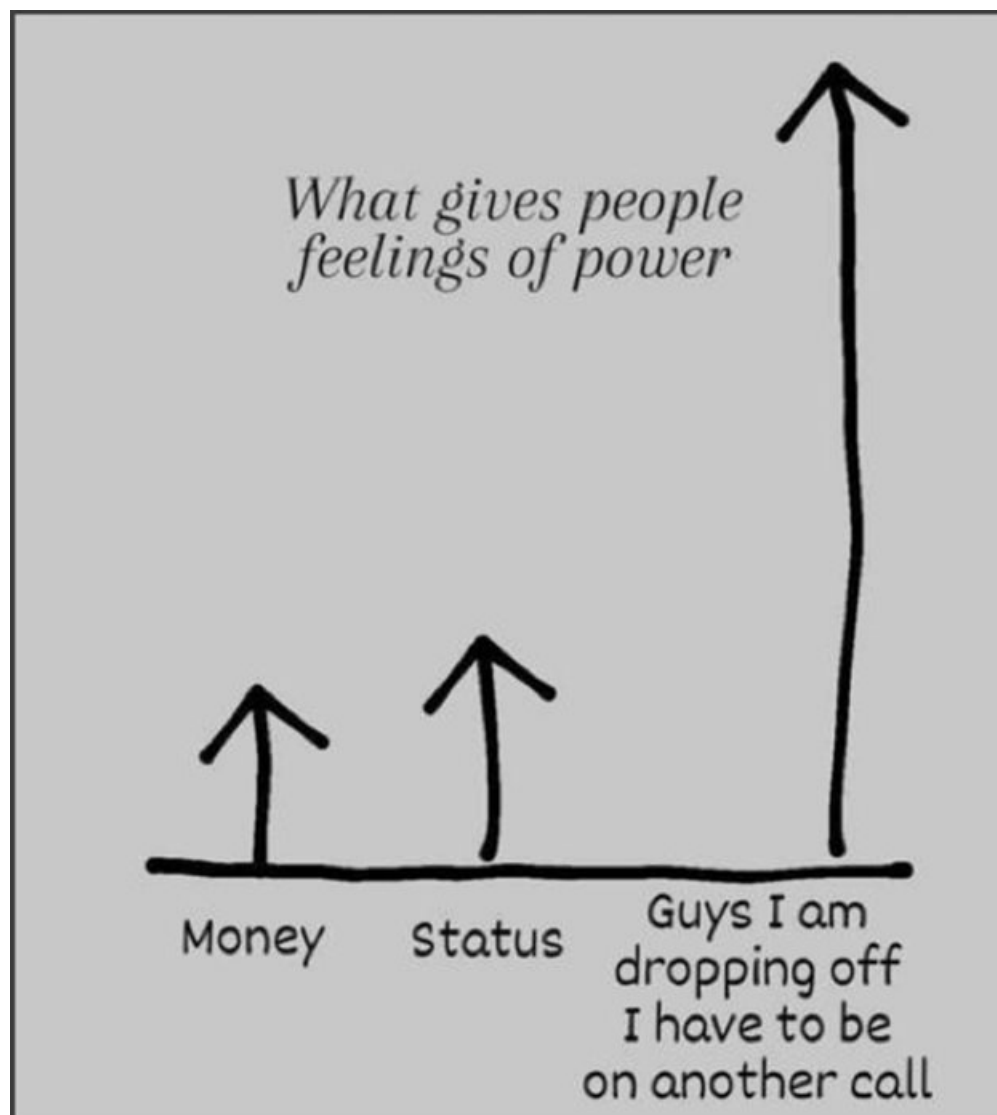
■ ***What do you do to keep fit/healthy and/or sane (physically/mentally)?***

Yoga, meditation, cardio, reading and eating!

■ ***What new apps would we find if we scrolled through your phone?***

No new app. Happy with what I already have with WhatsApp.

■ ***Share your favourite Covid-19/lockdown-related meme/gif with us.***



■ ***What is the first thing you plan to do when the lockdown lifts?***

Travel back to India to see Mom and bring her back with me.

■ ***Describe your career and if/how the pandemic/lockdown has affected its course.***

Not per se my career but in general, the trust of people on working from anywhere has become so prominent. I can see the digital nomadism coming in to life for everyone with a higher level of trust.

■ ***Any companies/brands that you feel have responded particularly well to the crisis and/or Covid-19-related campaigns that stand out to you, and why?***

I would love to share a video of DStv. I am proud to be part of the MultiChoice family.

■ ***What are you working on right now?***

I'm reading a book called *Atlas of Beauty*.

■ ***What does the 'new normal' look like to you?***

For me the new normal is the old basics. Step back, live in the moment and be happy.

■ ***What are some of the buzzwords floating around at the moment, and some of the catchphrases you utter yourself?***

I stay away from buzzwords because I buzz myself, a Queen B.

■ ***What advice would you give to other industry folk during this time?***

Stay connected to your values and live in the moment.

Follow Bisal on [LinkedIn](#).

\*Interviewed by [Jessica Tennant](#).

## ABOUT JESSICA TENNANT

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