

# #BehindtheSelfie with... Kevin Ndinguri, managing director at UM South Africa

 By Leigh Andrews

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This week, we go behind the selfie with Kevin Ndinguri, new managing director at UM South Africa.



Ndinguri captions this: "#BleedUMRed"

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

I live in Fourways, work in Bryanston and play anywhere I can enjoy time with friends and family.

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

I think most people would say that I am always there to help, in any situation.



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## 3. Describe your career so far.

It has been challenging and exciting at the same time. I have been fortunate to have worked with some great minds in our industry and beyond, and as I head into another new challenge now, as the new managing director at UM South Africa, I am even more excited for the things to come.

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

Reading, seeing new talent come into our industry and growing, good football banter and great music.

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

It is ever-changing, challenging and you learn something new every day.



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

Solving problems, lots of meetings and exploring new ideas.

#### 7. What are the tools of your trade?

Our industry-leading tools, research and technology that helps us deliver better science and better art to drive better outcomes for our client.

#### 8. Who is getting it right in your industry?

UM South Africa and the IPG Mediabrands group!



**#BehindtheSelfie** with... Brad Smale, group MD at IPG Mediabrands

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#### 9. List a few pain points the industry can improve on.

Talent retention, training and real management transformation.

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

Building UM South Africa into a consultancy that delivers better outcomes for clients and attracts the best talent.

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

Data, big data, more data and how do we use all this data.



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

I probably have some of my best ideas in the gym.

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

I unfortunately don't have one, but certainly watching others bringing out their party tricks is entertaining enough!

## 14. Are you a technophobe or a technophile?

A technophile.

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

Lots of apps that I probably don't use.

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

Perseverance and drive are key to making it in this industry. Also, find your voice.

*“ There will be lots of discouraging moments, but as soon as you realise you are not saving lives, you will live to fight another day. ”*

Keep pushing through and put in the work.

Simple as that. Follow Ndinguri on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#); and follow UM on their [Facebook](#) feed for the latest updates.

\*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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