

#BehindtheSelfie with... Koo Govender

 By Leigh Andrews

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This extended #EntrepreneurMonth, we go behind the selfie with serial multitasker Koo Govender - CEO of media agency Dentsu Aegis Network SA; founder of the Phakama Women's Academy; CEO of the AMF; and judge for Cannes Lions 2017, Loeries 2017 and AdFocus 2017 in the media and innovation category.



Govender explains: "This was taken at Pecanwood Golf Estate, after a friendly game of golf with my family. I love spending time outdoors and appreciating family and nature."

1. Where do you live, work and play?

I live and play in Eagle Canyon and work in Hyde Park.

2. What's your claim to fame?

My philosophy is not about fame but about significance and leaving a legacy. As a result, I developed and launched the Phakama Women's Academy, which equips young women for the corporate world.

VWV Group inducts 25 students into Phakama Women's Academy

18 Apr 2016





3. Describe your career so far.

It's been filled with many contradictions: Challenging, yet rewarding. Failures and learnings with accomplishments and achievements. My quote that sums it up is: "Do the difficult things while they are easy and do the great things while they are small. A journey of a thousand miles must begin with a single step." – Lao Tzu.

4. Tell us a few of your favourite things.

Family, friends, good south Indian home-cooked food paired with great wine. My collection of Louis Vuitton bags.

5. What do you love about your industry?

Its vibrant, dynamic, fast-paced energy and that I get to interact with amazing, talented people every day.

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

There is nothing average about my work day... it's super exciting!

7. What are the tools of your trade?

Building and maintaining authentic relationships and constantly being grounded and humble. Oh and of course, my Apple gadgets.

8. Who is getting it right in your industry?

Companies that are future-proofing themselves for the digital economy.

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

Building an effective transformational pipeline for future leaders!

10. What are you working on right now?

Shhh... can't tell.

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

Innovation, disruption and the three E's: Efficiencies, effectiveness and efficacy.

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

When I walk on the golf course in the early mornings.

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

Bhangra dancing.

14. Are you a technophobe or a technophile?

I'm a hybrid.

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

My shopping apps.

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

"Remember, one step leads to the other and therefore, never neglect the first step. It will give you the confidence you need to sail through with victory." – Martin Luther King.

Simple as that. [Click here](#) for more from the **Dentsu Aegis Network SA press office**, [here](#) for Govender's MyBiz profile and interact with her on [Twitter](#) or email her on koo.govender@dentsuaegis.com.



Koo Govender - CEO of the Dentsu Aegis Network

Louise Marsland 4 Apr 2016



**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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