

Masego Motsogi on being part of the magic at Grid

 By [Jessica Tennant](#)

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Grid introduced its full integrated offering, including Branding and Design, Experiential and Integrated Communications at the end of 2017 and this month appointed Masego Motsogi from Ninety9Cents Johannesburg to manage the business...

Masego shares the same vision as Grid Worldwide, that is to build an agency model of the future. "My core task is the running of the business from a day-to-day point of view, ensuring that we are geared for building this into an agency like no other."

"The communications industry has changed over the years and continues to do so. There are players in the industry who are playing catch-up, and then there is Grid. They seem to have their finger on the pulse. There is something incredibly enticing about the work they do, and their energy as a team is awesome. I'm thrilled to be part of the magic."



We asked her more about her new role at Grid and what she loves most about her career and marketing communications in particular...

■ ***Congratulations on your appointment! How do you feel about being appointed MD at Grid?***

Thank you! I'm very excited. Over and above the incredible work they have done over the years, they really have an amazing team that brings the work to life. Also, I have generally worked in mainstream advertising, so this will no doubt be an opportunity for me to learn new things about the branding and design part of the business while I impart my knowledge from advertising when it comes to Grid's integrated communications offering. The experiential offer is also something to look forward to; I've seen some awesome work come out of it and can't wait to see it grow.

■ ***What's at the top of your to-do list?***

The business has been around for a while. What I want to do is observe and learn as much as I can. Everything else will follow on.

■ ***What are you most looking forward to?***

I'm looking forward to learning. There are some smart minds in the building that I can learn a lot from. I'm also looking

forward to adding value through what I have learnt in my career thus far, both from a work point of view and from a people development perspective.

■ **Your career spans stints at Ogilvy & Mather, South African Breweries, The Jupiter Drawing Room, Zamtel and FCB Africa. Comment on your previous experience and how it has equipped you for your new position.**

It helps to have a mentor to use as a sounding board and for guidance; people matter; cultivate great relationships with both your colleagues and your clients; keep a positive mindset and find ways to bring back the positivity when it wanes.

■ **What do you love most about your career and marketing communications in particular?**

“ The fact that we can develop things from a piece of paper into something tangible that entertains and moves things off shelves is a gift. ”

We just need to take ourselves seriously enough to realise that we do add value and can actually influence socio-political conversations.

■ **What are you currently reading for work?**

I'm reading several books right now. *The 48 Laws of Power* by Robert Greene, *Brazzaville Beach* by William Boyd and *Start-up Nation* by Dan Senor and Saul Singer. The second book is obviously not for work purposes, but it is an incredibly well-written book.



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■ **Tell us something about yourself not generally known?**

I could take Suzelle DIY on with some of my DIY missions. Plus, I love baking and gardening.

ABOUT JESSICA TENNANT

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