

Katie Mohammed's got the midas touch



By [Evan-Lee Courie](#)

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Television broadcaster, founder and CEO of Brandfusion, Katie Mohammed chats to us this [#EntrepreneurMonth](#).



Katie Mohamed is a dynamic charismatic television broadcaster, businesswoman and TV personality. As a marketing and communication executive, she is the CEO and shareholder of Brandfusion.

Also a public speaker, executive producer and television host, her versatility has seen her excel at anything she touches.

We chat with Katie Mohammed this [#EntrepreneurMonth](#)...

■ *Can you tell us a bit about Brandfusion?*

Brandfusion is an integrated marketing communications hub, founded on the core principles of “innovative collaborative intelligence”. We pride ourselves in partnerships and accredited specialists that support our strategic intervention.

■ *When, how and why did you get started?*

In 2012 I reached a climax in corporate, and decided best to start something with like-minded individuals.

■ *What is the core function of Brand Fusion?*

We are passionate about breaking the mould. We challenge convention as a means to shifting business. Exploring unexpected relevance as a conduit in pursuit of our clients business purpose.

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■ ***What are some of the obstacles you've had to overcome since starting out?***

Getting to clients and getting them to believe in what you can offer.

■ ***What advice would you give to other aspiring entrepreneurs?***

It will always align. Know that sometimes your focus changes but never your vision. Keep the passion alive.

■ ***What has been your proudest achievement thus far?***

Finally being part of a talk show that allowed me to voice my opinion as a content creator.

■ ***What does the future of entrepreneurship look like to you?***

If you are on top of your game, and relevant, and maybe rules of engagements need to change. Technology and networking will be the driving force for entrepreneurship.

■ ***What do you think is the importance of startup accelerator/incubator programmes?***

■ ***What do you believe are the traits an entrepreneur needs in order to succeed?***

Resilience, courage and a spirit of determination. Collect the good people - because through these good people there is an infinity of opportunities that can multiply in various ways.

■ ***Tell us about your biggest struggles as an entrepreneur, as well as some major highlights.***

The struggles have been things like cash flow management, marketing strategies, delegating to freelancers, choosing what is relevant, easily getting distracted and also managing time. Sometimes we also lack discipline and procrastinate lack of commitment.

My highlights have been producing television shows and being a storyteller.

■ ***Would you encourage someone to become an entrepreneur? Why?***

Not all the time. Entrepreneurship is not for everyone. We need to understand why you want to be an entrepreneur, what is your passion and purpose and how does this equate to profit.

■ ***Where would you like to see Brandfusion in the next five years?***

Working on initiatives that empower entrepreneurs, consultancy and perhaps creating solutions for clients.

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