

# Koo Govender - CEO of the Dentsu Aegis Network



By [Louise Marsland](#)

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The new CEO of the Dentsu Aegis Network in South Africa, Koo Govender, is tasked with building the Dentsu Aegis Network's position in the South African market.



Govender was formerly CEO of the VWV Group and M-Net director of marketing and communications. She also established the Phakama Women's Academy, a 'bridging' programme to equip and empower marketing university graduates for the 'realities' of the corporate world. She will continue as a trustee of Phakama.

**Q: What will be your first order of business?**

**A:** Understanding the teams and clients.

**Q: How will you position the Dentsu Aegis Network within South Africa and the group?**

**A:** As a thought leader in the industry. An innovator in the digital, media and content space. Truly living our vision of 'Innovating the Way Brands are Built' for our clients through our expertise and capabilities.

**Q: What is your main business challenge?**

**A:** Continuing great partnerships and bringing to light the right communication strategy, by delivering the best results for our clients. Helping our clients to innovate and increase their market share. Finding the right people to fit into our culture,

who always strive to be different and better and to enable my team to unleash their potential.

**Q: Most important attribute needed to do your job?**

**A:** Inspirational and mindful leadership.

**Q: The biggest trend to note in your industry?**

**A:** The digital economy. With consumers more connected, through a range of devices, than ever before, the era of media convergence is presenting many opportunities as well as a new, complex media eco-system.

**Q: How will you make an impact?**

**A:** With 24 years in the media industry and experience as both a client and an agency leader, this will most definitely enable me to make an impact within Dentsu Aegis Network. I learnt great lessons in leadership, innovation and understand the challenges that clients and brands have, as well as the importance of great partnerships.

**Q: What inspires you?**

**A:** My husband and two boys always keep me grounded and inspired and are my toughest critics. Watching people develop and being empowered to take the next leap in their careers.

**Q: What are you currently reading for work?**

**A:** *'Seamless Leadership'* by Adriaan Groenewald.

**Q: Tell us something about yourself not generally known?**

**A:** I don't have fingerprints.

**Q: At the top of my 'bucket list' is...**

**A:** Climbing Mount Kilimanjaro, but first I need to get in tip top shape.

## ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).

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