

#BehindtheSelfie with... Gisèle Wertheim Aymes

 By Leigh Andrews

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This #WomensMonth, we go behind the selfie with Gisèle Wertheim Aymes. She is a founder and director of the Aegle Group and Isiko Media, and shareholder and director in SA Celebrity Worx and describes herself as neither technophobe nor technophile.



Reflections on Gisèle.

1. Where do you live, work and play?

I sweat it out in the media trenches in Johannesburg, but I play in Plettenberg Bay.

2. What's your claim to fame?

More guts than sense.

3. Describe your career so far.

I have had several career lifetimes, all jammed into one. Sometimes I feel like I am on one continuous media speed date. A lot of pleasure, a lot of pain. Hard work, but also personal satisfaction, and a great learning experience.

4. Tell us a few of your favourite things.

My family and friends, our home at the ocean, my businesses, yoga, oh and my car, which I have had for 20 years. I love my vintage Merc Pagoda 1968!

5. What do you love about your industry?

You never stop learning and there's never a dull moment.

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

You're right, average is not a word that would ever describe my day! It may start with a networking opportunity over a coffee, go to a face-to-face client interaction to sell a concept, a daily catch up with our brands online and on social media platforms, am always interacting with my business partner and managers, based locally and others abroad. I consume a lot of information, and not just emails, several articles a day on trends, and keeping abreast on what is happening that pertains to our brands I also trouble shoot a lot. And then the finances – at some point, someone has to worry about that, too.

7. What are the tools of your trade?

My Apples... Mac and mobile.

8. Who is getting it right in your industry?

I don't think anyone is yet locally, but there are great case studies overseas. *Mental Floss*, *The Atlantic*, *California on Sunday*, *The Onion* and *New York Times*, to name a few.

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

I've long stopped suggesting what the industry should improve on!

10. What are you working on right now?

I'm working on two really interesting projects that I cannot share, only to say they are entirely in the digital space.

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

If I hear another mention of programmatic... uruuuh! The catchphrases important to me are 'Content is king' and 'Afro-lennials' rule.

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

When I am not at work. In fact, as far away as possible from work. In nature. Preferably on the beach. The ocean works wonders on my brain...

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

Headstands.

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

Too many apps, photos and music.

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

You need to be adaptive, brave, focused and resilient.

Simple as that. [Click here](#) for Wertheim Aymes' MyBiz profile, and connect with her on the following social platforms:
[Twitter](#) | [Instagram](#)

**Interviewed by [Leigh Andrews](#).*

ABOUT LEIGH ANDREWS

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