



## **Andrew Human**

**Full Name:** Andrew Human

**Position:** CEO of the Loeries

**Main Activity of the Company:** The Loeries recognise and reward creativity in the brand communication industry

**Date and Place of Birth:** Johannesburg, 1966

**Education:** BSc (engineering), MSc (engineering), the University of the Witwatersrand (Wits); Dr-Ing, Darmstadt, Germany

**First Job:** Research scientist

### **Career History Prior to Current Position**

- Scientist at De Beers
- Partner in Grey Matter, a Web development agency
- Director at Logitech Internet Solutions
- Strategy director at Marchfirst, New York City

**Size of First Pay Packet:** I cannot recall, but it was less than my stipend as a doctoral researcher in Germany

**First Job with Present Group:** MD

**Value of Assets under Your Control:** R30-million

**Number of People under Your Leadership:** We have a small permanent team of about ten people, but the total production team comprises more than 600 people

**Management Style:** I try to afford people independence to manage themselves and their own time, but I insist that they be accountable for their actions

**Personal Best Achievement:** Pivoting from a potential career in materials engineering and applying it to engineering a different part of the economy that is not the built environment – the economy of ideas

**Professional Best Achievement:** Growing the Loeries into the largest celebration of creativity across Africa and the Middle East, and Loeries Creative Week into the largest gathering in the region for the brand communication industry

**Person Who Has Had the Biggest Influence on Your Life:** Professor Silvana Luyckx, my supervisor at Wits

**Person Who Has Had the Biggest Influence on Your Career:** Not stated

**Person You Would Most Like to Meet:** Jim Simons Businessperson

**Who Has Impressed You Most:** Jim Simons, founder of Renaissance Technologies and the Flatiron Institute

**Philosophy of Life:** I try not to treat anyone in a way that I would not like to be treated

**Biggest Ever Opportunity:** Offer to start a production facility in China in the 1990s – at the beginning of the Chinese boom

**Biggest Ever Disappointment:** Not starting a production facility in China

**Hope for the Future:** Not stated

**Favourite Reading Book:** The Fly Trap, by Fredrik Sjoberg

**Weekly magazine:** The New Scientist

**Favourite TV Programme:** Foyle's War

**Favourite Food/Drink:** Italian country food, accompanied by a good rosé wine

**Favourite Music:** Franz Liszt, Consolation No 3

**Favourite Sport:** Cycling and cricket

**Favourite Website:** The New York Times

**Hobbies:** Cycling, hiking, reading

**Car:** No particular brand loyalty – it must function

**Pets:** Not stated

**Miscellaneous Dislikes:** Queues and crowded places

**Favourite Other South African Company:** Discovery

**Favourite Foreign Company:** Apple

**Married:** Not stated

**Children:** Joseph, 7; Benjamin 6

**Clubs:** Not stated

Edited by: Martin Zhuwakinyu Creamer Media Senior Deputy Editor