

#BehindtheSelfie with... Shayne Mann

 By [Leigh Andrews](#)

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This week we go behind the selfie with technophile Shayne Mann, managing director of Mann Made Media.



The man behind Mann Made Media.

1. Where do you live, work and play?

Johannesburg. I live and play in Melrose and work in Sandton/Kramerville.

2. What's your claim to fame?

I have three daughters.

3. Describe your career so far.

Exciting, with lots of opportunities everywhere.

4. Tell us a few of your favourite things.

Hanging with my girls, meditation, cycling, pilates, eating delicious healthy food and drinking wine.

5. What do you love about your industry?

We are the masters of our own destiny and we get to make sh!t.

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

Up at 4:20am, gym at 5am, take kids to school at 7am and then, from there, anything is possible!

7. What are the tools of your trade?

Cell phone and big power bank.

8. Who is getting it right in your industry?

[Brett Morris](#), the legend of legends.

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

The industry is slow. We need to think more of ourselves. Why do lawyers charge three times the amount the best creative directors charge?

10. What are you working on right now?

The Singularity event that will be held in August.



SingularityU South Africa Summit promotes innovation

21 Jul 2017



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

Done is better than perfect! Artificial intelligence is key. Instant messaging is super powerful.

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

While meditating.

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

I can plank for a long time.

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

Lots of video of all sorts. I shoot everything.

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

Work hard and be patient. It's like any industry, fortune favours the brave.

Simple as that. [Click here](#) for Mann Made Media's company profile and connect with Mann himself over email on shayne@mannmademedia.com and on [Twitter](#).

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

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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