

Getting to really know Demographica's new GM Lauren Damant

 By [Jessica Tennant](#)

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Demographica appointed Lauren Damant as agency general manager, effective 1 March 2018. Named one of [the most influential women in SA digital marketing](#) in 2016 by Memeburn and Ventureburn, Damant is respected in the industry and has the required experience and expertise to take on larger accounts and ultimately help drive growth.

Damant says she feels grateful to be living the mantra of getting to know people – *really* know people, which is the marketing agency's core business. "Demographica looks way beyond categories, groups and target markets; they genuinely focus on people. I am also privileged to be part of an exceptional management team who are driving growth, with a team who are focused and dedicated," she said.

Warren Moss, CEO of Demographica, says that in the last couple of years, Demographica has focused on honing expertise, rather than increasing its client base. "We are now confident and validated in our expertise and execution capabilities as a full service, fully integrated B2B marketing agency and as such are now proactively driving growth.

"Lauren is a well-respected general manager with many years of industry experience, and she is amazing at what she does. We're really excited to have her join our team, and work with us to take Demographica to new heights."



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Here, she explains what her role entails, why she loves that it's multi-disciplined and why she calls it a privilege to be partnering with a business that's pioneering the way in the B2B space...

■ What does the role entail?

Demographica is an entrepreneur-owned business that has done exceptionally well. With my business acumen, excellent grasp of financials, commitment to quality, effective leadership style, unshakeable integrity and a passion for developing people, I will be able to help manage a business that is poised for high growth.

I will use all of these skills and attributes to direct and coordinate activities across all the centres of excellence within Demographica. I will develop and manage the company's operational processes and team interactions in the quest for optimal client satisfaction and business growth. It is important for me to drive and lead the way forward whilst living the values and vision of the business.

■ What are you most looking forward to?

Being part of a business that is pioneering the way in the B2B space. I am looking forward to being part of that growth and leading the way forward through my energy, passion, and expertise.

■ **What's at the top of your to-do list?**

Effective implementation of the business strategy.

■ **What do you love most about your career as a GM and in the digital marketing industry in particular, and what excites you most about entering the B2B advertising space?**

What I love most about my role as a GM is that the role is multi-disciplined. I love the variety that it brings.

“ When working within the B2B space, it's just a change of category and not in channel. For me, there is no difference between being in the digital space or the B2B space. In the B2B space it is important to always be thinking about digital touchpoints, not only direct and outbound. ”

■ **What are you currently reading/watching/listening to for work?**

Harvard Business Review. They always have current and varied articles authored by some of the world's best business and management experts. These articles speak to improving business management practices. This is what has me captured and inspired. I am also currently reading Sheryl Sandberg's book, *Lean In: Women, Work and the Will to Lead*. Sandberg is the COO of Facebook.

■ **Tell us something about yourself not generally known?**

I have an immense passion for developing women in leadership. From a personal point of view, I love to sail.

ABOUT JESSICA TENNANT

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