

#LetsTalkDigital: Kat de Sarigny: The power of audio

Our guest this week is the one and only Kat de Sarigny (we just love French last names), who has quite the lovely bio.

Kat is a Household's CEO, a Spotify Guru with a passion for audio innovation, and has been in the media industry for over 5 million minutes. She is an all-round energetic animal lover who believes in kindness-always and the power of great music.

We get to talk about the power of audio and opportunities for brands to tap into the future. The power of audio enhances everyday life.

Let's Talk Digital features every second Thursday on Bizcommunity Marketing & Media homepages and via <https://talkdigitalza.co.za/>, [Instagram](#), [Twitter](#), [LinkedIn](#) and [band.link](#), [iono.fm](#).

Audrey Naidoo is head digital marketing at Absa. A digital activist, podcaster, influencer, public speaker & and members of various professional bodies: IAB Brand Council member, MMA, CMO Advisory Council for Africa & MASA. Naidoo owns a podcast called LetsTalkDigital which aims to educate, share and open up digital conversations in the industry. Naidoo is a professional marketer with extensive experience in the broader digital ecosystem with a focus on commercialisation, data, tech, analytics, creative, strategy and digital marketing transformation. Tyran De Beer is the creative producer for Let's Talk Digital. A jack of all things digital and technical, aspiring to master marketing and finance trades. His passion lies in data, analytics, tech and measurement. He is the digital consultant at Absa and is responsible for driving the commercialisation of digital efforts across the enterprise. Previous experience has been on the agency side with a focus on media strategy, performance and ROI with a strong inclination to Google Ads.

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