

#BehindtheSelfie with... Tumi Voster

 By Leigh Andrews

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This extended #EntrepreneurMonth, we go behind the selfie with technophile Tumi Voster - she's marketing manager for Universal Music, a 5FM radio DJ, and a *Tropika Island of Treasure Maldives* celebrity.



Front-row mood at #SAFW!

1. Where do you live, work and play?

I live, work and play in Johannesburg!

2. What's your claim to fame?

I am on your radio every single night, and sometimes on your TV...

3. Describe your career so far?

My career has been amazing. To grow up in the entertainment industry can be quite scary but when you have a great support system and you're passionate about what you do and stay true to yourself, the rest takes care of itself.

4. Tell us a few of your favourite things.

- I'm a huge lover of sunnies, so I have a great collection of sunglasses.
- I'm a fashion lover, so I enjoy collecting fashion statement pieces and styling my own looks.
- I enjoy the beach. It provides me with so much tranquility, the craziness just stops for a second and it helps me to take in all the beauty that surrounds me and all the wonderful things that life has to offer.

5. What do you love about your industry?

One thing I love the most is how our industry is growing. There is also currently a major spotlight on South African talent globally, which is exciting.

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

I have a marketing manager role at Universal Music South Africa, which is my daily 9-5, and then I rush straight to radio and prep for my evening show, *5FM Nights*, which airs from Monday to Thursday, 7pm to 10pm.

7. What are the tools of your trade?

- Be able to build and maintain relationships.
- Be thick-skinned.
- Be a hard worker.
- Be disciplined.
- Be passionate and confident.

8. Who is getting it right in your industry?

Bonang Matheba and Black Coffee.



DJ scoops his own proudly SA show

Kyle Zeeman 27 Jul 2017



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

Definitely money. We need money to be able to grow our industry and pay our talent what they deserve.

10. What are you working on right now?

Tropika Island of Treasure 8, which will air in 2018.

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

I think the biggest ones right now are “Ska ba forgiver, ska ba fa chance, ska ba hemisa;” “Mo Gal;” and “Ba fe!”

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

I usually have my best ideas when I am feeling inspired and excited about something.

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

I don’t have a secret but if you need an MC, just call me!

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

Tons of selfies!

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

Make sure you're doing it for the right seasons and that you're actually passionate about what you want to get into. Don't ever compare your journey or path to someone else's and, most importantly, stay true to who you are.

Simple as that. [Click here](#) for more on Voster, and interact with her on the following social media platforms: [Facebook fan page](#) | [Twitter](#) | [Instagram](#) | [YouTube](#).

*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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