



Craig Rodney
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With a good mix of bravado and hatred for the communications industry, Craig started his first company, Emerging Media, at 26. Within two years Craig had landed a series of blue-chip clients within the technology sector and was responsible for the global launch of Mark Shuttleworth's Ubuntu Linux and the launch of Google into South Africa.

In 2010, Craig merged his business with Cerebra, the leading social media agency, to form a powerful full service communications agency that covered both traditional and social media communications. Craig now heads up Cerebra and is responsible for clients such as Vodacom, Samsung, Symantec, Toyota, KFC and PWC, to name but a few.

Craig is also a founding member of Africa's largest podcasting company and likes to dabble in a little bit of property in his limited spare time.

Known to embrace his inner lunatic, Craig runs his life by a different set of rules than most. While outside observers classify him as a risk taker, he sees himself as risk averse, but, his measures for risk aren't exactly normal. Instead of asking the question, "What if you do?", Craig prefers to ask, "What if you don't?". It's the fear of not doing, not trying, not being crazy that drives him. As they say, "Risky is the new safe!"