AISHA MOHAMED

Station Manager of 5FM

Aisha Mohamed was appointed to the position of 5FM's Station Manager at the age of 29 – making her the youngest Station Manager in the station's history as well as the first of colour. Aisha has a long and enduring history at 5FM. She first joined the station's marketing team from 2003 to 2008, working her way up to Marketing Manager, before accepting an offer to work for MTV Networks Africa as Marketing Manager for MTV Base, MTV Europe in Africa, VH1 and Nickelodeon. Aisha returned to 5FM as the new Station Manager, looking after a team of over 60 on-air, management, operational and behind-the-scenes staff, in 2010, a role she continues to occupy (and relish) till today.

Aisha is extremely passionate about radio and media, having listened to 5FM for many years before applying to join the station. "I get to do what I love everyday and therefore I never feel like I'm working but rather challenged in different ways from time to time. We're constantly aware of the impact of the 5FM brand on so many different people and how my decisions and the decisions of my team affect the listeners. At the end of the day, it's all about our family of listeners that tune in."

Under Aisha's leadership 5FM has grown by over a million new loyal listeners to its highest audience to date of 2,35 million listeners as well as a variety of prestigious awards:

- Coolest Radio Station for the 7th year running in the Sunday Times Generation Next Awards 2012
- Station Of The Year at the MTN Radio Awards 2012
- Best Radio Station at the 2011 and 2012 Leisure Options 'Best of Joburg' awards

- In addition, under Aisha's strong guidance, 5FM was nominated for a 2012 and 2013 World Radio Summit award in Los Angeles for Most Influential International Station, the first time a South African radio station has been nominated.
- In 2013, 5FM has also been nominated for International Online Presence and most Innovative International Radio Station at the World Radio Summit

During her time as Marketing Manager, Aisha was integral in launching 5FM's new brand identity, the Power of 5 campaign, which is still in place today, along with a number of high profile events and campaigns. "I am proof of the accessibility of the 5FM brand as I grew up listening to 5FM and always wanted to work for the station," Aisha says.

In her private capacity, Aisha is proud to have won the Top Achiever Award at the SABC Leadership Development Programme in 2010. Aisha has been featured in Cosmopolitan's Fun Fearless Females, Marie Claire's Inspiring South African Women Feature, Destiny magazine's inspiring women under 35, The Media magazine's top 40 achievers under 40, Summit TV's Tipped for the Top feature, the Mail and Guardians Top 200 Young South Africans and she's received an opportunity to speak on a panel at the 2013 World Radio Summit in Los Angeles on the topic of Radio and Brand Building.

On her road to success, Aisha says it's all about hard work, dedication, passion and putting in the time and effort to get back the results you want. "Anyone can be allowed a 'foot in the door' and I was lucky to get that break but without hard work and dedication, I wouldn't be in the position I am today. My advice to aspiring radio people out there is to follow your dream no matter the obstacles, keep the big picture in mind and never stop working towards it. This tabled with hard work and a drive to succeed will get you to where you want to go."