

# Ryan Curling, marketing manager at TCL

 By [Emily Stander](#)

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We catch up with marketing manager of TCL, a global electronics brand that entered South Africa last year, Ryan Curling.



Image supplied: Ryan Curling, marketing manager at TCL

## ■ ***Tell us a bit more about what you do?***

I am the marketing manager for TCL South Africa and SADC. I do all the fun things behind the launch of bringing this globally renowned brand to the South African market.

## ■ ***What's really behind your selfie?***

My selfies show I am very young at heart and Dad to a 4-year-old son. He keeps me very young and on my toes and I get to relive my childhood through him.

## ■ ***Growing up, what did you want to do?***

I guess when I was very young I wanted to be a racing driver like my Dad was in Zimbabwe. This then quickly changed to wanting to be a sports physio and eventually ended up me studying my Marketing honours.

## ■ ***How did you end up doing what you do now?***

Well, I started to study LLB at RAU (yes, I am showing my age now). It was a little too much history for me and I was too much into my sport at RAU - so I switched to Bcom Marketing and that is all she wrote!

## ■ ***Tell us a bit about some highlights of your career.***

I have enjoyed working for some large international brands including BMW, Toyota and Sony. I have even ventured into FMCG with Premier and the marketing of bread.

I think some of the highlights would be getting a solid marketing background with BMW where I worked for over seven years. This taught me a lot about the marketing strategy of a really powerful brand.

Other highlights would include growing Hisense to a great brand in South Africa and now taking on the challenge of doing the same with TCL.

■ ***When you're not busy working, what do you do? How do you socialise these days?***

I enjoy spending time with my son and going on adventures with him in and around Cape town. I also enjoy socialising with friends and watching a lot of sports as I am a massive sports fan - anything from Formula 1 to Premier League soccer and, of course, rugby.

■ ***What are you watching/reading/listening to right now?***

I am a big documentary fan and loved *Drive to Survive* - and even managed to get my fiancé hooked!

Otherwise, my normal TV habits involve a lot of sports. From a music side, I listen to old classics and even venture into some dance music (deep house) to try to keep me young!

■ ***What's your favourite gif?***



My biggest goal right now is to build on TCL's strong global position - specifically in the South African and SADC markets in a really tough market and economy.

## ABOUT EMILY STANDER

Freelancer specialising in games and entertainment | My first loves are writing, music and video games

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