

## PrimeTime Member Spotlight

March 2008

Each month *Connections* talks to a PrimeTime member to find out more about who they are, what they do, and their association with PrimeTime.



This month we spotlight

**Anne Lochoff**  
Group Account Director  
at Tequila

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### Personal talk ...

**Connections:** Where are you from originally, and how long have you been in Singapore?

**Anne:** I was born in South Africa. I have been in Singapore since May 2007.

**Connections:** Have you lived in other foreign countries? If so, where?

**Anne:** I have lived in New Zealand (adventure capital of the world) for the past five years.

**Connections:** What brought you to Singapore?

**Anne:** Career opportunities, the ability to learn about Asia from a conveniently situated hub.

**Connections:** What do you enjoy most about living in Singapore?

**Anne:** Being in the middle of the World; accessibility to fantastic travel destinations.

**Connections:** What are your interests and hobbies?

**Anne:** It's been all work and no play since arriving in Singapore, but I'm trying to get back into painting, photographing old buildings and learning how to kite surf.

**Connections:** Which are your favourite restaurants/shops/places to go?

**Anne:** For a great latte, I like Front Row Café opposite the Screening Room in Chinatown. I've been shopping for Antiques in Malacca, Indonesia and Thailand. Our next trip will be to China.

**Connections:** If you have children/pets, please tell us about them.

**Anne:** If I could I would adopt a cat in a heartbeat. Sadly our lease doesn't allow for pets. I have recently acquired an apartment full of plants to look after - I'm in Heaven!

**Connections:** What one thing would you like to accomplish in your lifetime?

**Anne:** To have a base/home on every continent. Great things have been accomplished while pursuing this dream.

### Professional talk ...

**Connections:** Could you tell us a little about the company you work for and your current role?

**Anne:** Tequila is an Advertising agency and I am a Group Account Director.

**Connections:** How long have you been working in your present role?

**Anne:** 7 months - that's 3 years in agency years!

**Connections:** Have you always worked in the same industry? If not, what else have you done/where else have you worked in the past?

**Anne:** I studied Architecture and did my internship in South Africa. Economic housing became the order of the day and I quickly had to make a career change to stay in a job. I ventured into advertising and haven't looked back in the past 13 years.

**Connections:** What do you enjoy most about your job?

**Anne:** The constant challenge and being surrounded by creativity.

**Connections:** What do you enjoy most about the company you work for?

**Anne:** It embraces initiative.

**Connections:** Have any of the PrimeTime programs you've attended helped you in your job?

**Anne:** Prime Time as an organisation is fantastic at helping you find your way around in Singapore. Prime Time helped me to settle in quickly which is vital to my job.

**Connections:** Do you have any advice for job hunters trying to move into your industry?

**Anne:** Grab a large dose of tenacity! The industry changes by the day; be prepared for a roller coaster ride.

## **PrimeTime talk ...**

**Connections:** When did you join PrimeTime and how did you find out about it?

**Anne:** I joined in June 2007, after a recommendation from somebody I met at an INSEAD information day.

**Connections:** Which PrimeTime subgroups do you belong to?

**Anne:** I attend the Marketing sub-group, and occasionally the Small Business group.

**Connections:** Do you volunteer at PrimeTime? If so, in what areas have you become involved?

**Anne:** I co-chair the Marketing group. We are busy putting together the events list for 2008...

**Connections:** What are the main benefits you get out of your PrimeTime membership?

**Anne:** Being connected to an inspiring network of ladies that I can call on.

**Connections:** Which was the most interesting PrimeTime event you've attended?

**Anne:** Attending an evening with Claire Chiang, Executive Director of Banyan Tree – an amazing individual.

Thank you Anne!