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JOB: MD, NETWORK VIDEO

WHEN THE WORK IS ENTERTAINING

A POSITIVE ATTITUDE AND A SENSE OF HUMOUR HAS HELPED KERAN WICKS ESTABLISH A SUCCESSFUL NATIONAL VIDEO BUSINESS

WHAT I DO: Managing Director, Network Video Home Entertainment Experts. Network has 400 rental video stores Australia wide.

HOW I GOT HERE: I left school at 13. Since then I have pumped petrol, managed boutiques, had a kid, started a business, had another son, opened Little Monster Video in Kew, started Network Video in 1992.

MY TYPICAL WEEK: Thankfully, there's not much "typical" in this business, every week we work with great movies and great people. If in the office, I'm busy with the business of running the business.

When travelling, it's meeting after meeting with stores, suppliers etc.

THE GOOD BITS: I travel regularly, meeting with the film studios, suppliers and our stores. One of the great bits was being the only Australian (and the only woman) asked to present by 20th Century Fox Studios at an international conference for the worldwide rental business in Las Vegas. I threw up from nerves beforehand, but apparently did an OK job as I was asked back.

WORK STRESS: Being the only woman in the world to run a rental group has

brought about its own kind of stress. Trying to learn golf (in a male-dominated industry, it is expected) was extremely stressful, I failed miserably. Now if I am asked to play golf, I agree only if the next "social outing" is shoe shopping. So far there haven't been any takers. Every business has stress, it's really about how you handle it. Luckily I have fantastic support from great staff and my truly bent sense of humour gets me through most of the tough stuff.

CUPS OF COFFEE PER DAY: way, way too many.

ON AN ANECDOTAL NOTE: When I started Network, there were 38 groups in Australia, all run by men. Now Network is one of only four. At the first conference I attended all the men who ran rental groups in Australia and studio executives were standing around the bar. I walked over and told a very funny but very, very rude joke. They cracked up. It broke the ice, gave them a bit of comfort and sent the message that I didn't want to be treated any differently—except for the golf.

WHO'S YOUR FAVOURITE CELEB YOU'VE WORKED WITH? Ian "Molly" Meldrum who

featured in some of our TV commercials and marketing. He's a great guy. People love to joke about Molly but he is a true professional.

WORDS OF WISDOM: Remember, when things go wrong, no one's going to die (unless you're a doctor of course). Step up and get it sorted, it's rarely as bad as you think. Never take yourself too seriously.

WHAT'S THE NEXT STEP: In the office we joke about world domination, but I'll settle for the on-going growth of Network's share of the Australian rental market.