

#BehindtheSelfie with... Conrad Kullman

 By Leigh Andrews

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This week, we find out what's really going on behind the selfie with Conrad Kullman, 3D Group's sales and marketing director, known for encouraging sustainability in its business by extending its reusable policy in exhibition stands.



Enjoying quality time with those who matter.

1. Where do you live, work and play?

Kullman: I live in Kyalami, Gauteng, work in our new building in Modderfontein and play anywhere I can, but I especially love fishing on the Breede River.

2. What's your claim to fame?

Kullman: I am co-owner of the largest exhibition infrastructure and design-stand building company in South Africa. I have been chairman of Exhibition and Event Association of Southern Africa (EXSA) and was [inducted into its Hall of Fame](#) in December. I also drink more tequila than most.

3. Describe your career so far.

Kullman: I am a qualified gas and refrigeration technician, which doesn't help me at all in my career. I have owned a business in Botswana and am currently the group and sales marketing director for the 3D Group of companies, and have been for the past 20 years.

4. Tell us a few of your favourite things.

Kullman: Fishing, boating, tequila and my wife, Lynn. She is by far my favourite, as evidenced by my selfie.

5. What do you love about your industry?

Kullman: The creativity and the mayhem of build-up. It's an incredibly high-pressure industry, but this is where I operate at my peak.

6. Describe your average workday, if such a thing exists.

Kullman: Where do I start? I manage a team of eight account managers and am actively involved in our four other companies. I do everything from creative guidance to sales guidance.

7. What are the tools of your trade?

Kullman: My mind – what's left of it.

8. Who is getting it right in your industry?

Kullman: Now that would be telling – only us, naturally.

9. What are you working on right now?

Kullman: Our new division, 'In-store'. This is a new shop-fitting division that is taking a lot of time to set up and implement.

10. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

Kullman: Buzz words shmuzzwords: ROI, IME, FFE, ABC, whatever.

11. Where and when do you have your best ideas?

Kullman: Just before I wake up, in my dozing 10 minutes. Everything seems to be so clear. It's just hard remembering everything when I'm actually awake!

12. What's your secret talent/party trick?

Kullman: How long have you got? I have been known to hijack a microphone from the MC in front of 300 people, for starters.

13. Are you a technophobe or a technophile?

Kullman: More like a technoneanderthal!

14. What would we find if we scrolled through your phone?

Kullman: A whole lot of gardening stuff on Pinterest. It's my secret passion, because a rock star can't really be seen as a passionate gardener.

15. What advice would you give to newbies hoping to crack into the industry?

Kullman: Get yourself a set of steel balls and a good therapist!

Simple as that. Follow [3D Group on Twitter](#) or find out more about their green philosophy [on their website](#).

**Interviewed by [Leigh Andrews](#).*

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