

# #BehindtheSelfie with... Amanda Cromhout, founder and CEO of Truth Customer Leadership

By Leigh Andrews

12 Feb 2020

This week, we go #BehindtheSelfie with Amanda Cromhout, founder and CEO of Truth Customer Leadership and Emerge Commerce, as well as #NedbankIMC2020 speaker.



Cromhout titles this: "I hate taking selfies, can you tell?"

## 1. Where do you live, work and play?

I live in Constantia, work in Wynberg and play at home.

## 2. What's your claim to fame?

I do lots of crazy athletic stuff.



Value of segmentation models in marketing

Amanda Cromhout 15 May 2013



## 3. Describe your career so far.

Absolutely amazing. Couldn't have asked for anything more.

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Catch Amanda Cromhout at #NedbankIMC2020 as she demonstrates how you win customer loyalty when you work at it. #MarketingWorks Buy early bird tickets now! Click the link in bio.

*A post shared by [IMC Conference \(@imcconference\)](#) on Sep 19, 2019 at 11:00pm PDT*

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South Africa, and it has been 11 years so far at Truth, which I founded. I, three years as an executive at Woolworths



Emerce Commerce acquires Truth

29 Jun 2016



#### 4. Tell us a few of your favourite things.

My kids, my running shoes, my gin collection.

#### 5. What do you love about your industry?

Every client is vastly different.

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

- 4:30am – rise
- 5am to 6am or 6:30am – training
- 7:30am – kids to school, get to work
- Client-facing workshops or meetings with my team until about 3pm, when I pick up my daughter to get her to the pool as she's an SA swimmer
- 3:30pm to 5pm – finish at work

## 7. What are the tools of your trade?

Experience and a great team.



Who says loyalty doesn't pay?

Amanda Cromhout 9 Apr 2014



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## 8. Who is getting it right in your industry?

Clicks, eBucks, Truth!

## 9. List a few pain points the industry can improve on.

Technology innovation.

## 10. What are you working on right now?

Very different clients, from Fairtrade wineries to housing projects to national retailers.

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

“ If it doesn't scare you, it's not worth doing. ”

## 12. Where and when do you have your best ideas?

When I run or swim.

## 13. What's your secret talent/party trick?

Running very far and gin tasting.



Customer loyalty - It's a dog's life

David Alves 4 Sep 2019



## 14. Are you a technophobe or a technophile?

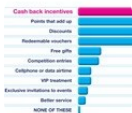
Phobe!

## 15. What would we find if we scrolled through your phone?

Running pics or kids pics.

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

Work hard, be humble and work harder.



Truth Loyalty Whitepaper indicates growth in young people

21 Oct 2016



Simple as that. [Email Cromhout](#) and follow her on [LinkedIn](#) and [Facebook](#); follow Truth Loyalty and CRM on [LinkedIn](#), [Twitter](#), [Facebook](#) and [YouTube](#); and follow the Nedbank IMC on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#), as well as the [Nedbank IMC press office](#) for the latest updates. The Nedbank IMC Conference 2020 takes place on 19 March at The Galleria, Sandton. [Click here](#) to book your ticket!

## ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh\_Andrews.

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