

Amy Beck appointed as CMO at TransUnion Africa

Information and insights company TransUnion Africa has announced the appointment of Amy Beck as chief marketing officer and member of the company's executive team, effective 10 January 2022.



Amy Beck, newly appointed CMO at TransUnion Africa

In her new role, Beck will report to Africa CEO Lee Naik, and will lead marketing activities across all TransUnion Africa's regions, working closely with the company's leadership to drive and support its brand and regional growth strategy.

"Amy's strong business acumen and compelling track record make her well-suited to lead our marketing work in Africa as TransUnion continues to create economic opportunities for businesses and consumers across the continent," said Naik. "Her strategic mindset and analytic focus will help us elevate our brand and boost our position as an industry leader."

Before joining TransUnion, Beck built and managed AB Inbev's in-house agency, draftLine, into a profitable business which won several awards and became one of the largest agencies in South Africa in less than three years.

"I'm excited to be part of the growth strategy for TransUnion. I look forward to taking awareness of the company and our products and solutions to a wider customer base, while continuing to build a customer-centric culture that lives and

breathes exceptional customer experiences,” said Beck.

Beck has over 13 years of experience in marketing, sales and business leadership, and holds a BCom (Hons) from the University of Cape Town, and an MBA from GIBS.

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