

Sarah Holtshousen from MaxAxiom

 By [Beverley Klein](#)

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Sarah Holtshousen was recently appointed as the sales account manager at mobile marketing business, MaxAxiom. With digital marketing experience mainly in the mobile sphere, her focus will now be on programmatic and social media.



▣ *Briefly tell us about your role as sales account manager?*

Holtshousen: MaxAxiom is taking the mobile marketing industry by storm and I've been fortunate enough to have been given the opportunity to build and develop relationships with new key clients. Whether I am working with creative and strategic agencies or with the client directly, my aim is to help them strengthen their mobile strategy and increase ROI.

▣ *What will your first order of business be?*

Holtshousen: Mobile devices are the first point of contact with consumers, so my objective is to build awareness around the benefits of using mobile advertising as major component for my clients' route to market.

▣ *What is your core strategy as sales account manager at MaxAxiom?*

Holtshousen: As any agency or marketer would know, helping your brand reach the right target market in the most effective way is vital. I firmly believe that as technology advances, we need to keep finding new and exciting ways to engage with relevant audiences on the suitable platforms. My strategy is to show our client which rich features are available, and combined with smart targeting, what the results can look like.

▣ *What is your main business challenge?*

Holtshousen: I would say that one challenge is to stay abreast of what is happening in digital sphere. The world of tech is fast-paced and continuously growing, which is absolutely fantastic because it really keeps me on my toes. In the month that I have been with MaxAxion, I have already learnt so much more about what is possible for marketers and how we can really refine the ways in which we can engage with our audience.

▣ *Most important attribute/s needed to do your job?*

Holtshousen: I believe that building strong relationships in the industry is important. Although growing quickly and vastly, people working in this sphere tend to cross-paths at some point or another which is really great.

▣ *As it's Women's Month, do you think it's important having a month dedicated to women?*

Holtshousen: Absolutely! Although it was initially just one day, I'm really glad that it's grown to a month so that we can highlight the issues and challenges. I think it's important to have time to reflect and commemorate the heroines who build the world we live in now.

I love being a woman in a man's world. After all, men can't wear dresses, but we can wear the pants.

▣ *What advice would you give to women pursuing a career in your field?*

Holtshousen: Passion. You've got to have the fire to chase what you want to do, regardless of the industry. You need to be relentless, and stay ahead of the game. That, plus a little kindness always goes a long way.

▣ *What's at the top of your bucket list?*

Holtshousen: Food and travelling are two of my favourite things to do, so having the chance to try the best authentic dishes while globe-trotting would be my number one. Whether it's fine-dining in Paris or a local food truck in New York – I want it all!

ABOUT BEVERLEY KLEIN

Beverley Klein is the editor of the Marketing Media South Africa section on Bizcommunity.com. With a background in journalism and historical studies, she's dived into the world of industry news, curating content, writing and interviewing thought leaders. She's often spotted in a forest on the weekend and rarely seen without a camera. Follow @BevCPT.

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