



## STAFF MEMBER PROFILE

LUDI CRONJÉ

By Matt Bertram

Ludi Cronjé joined Northstar in July 2016 and is responsible for client servicing.

### What did you study at University?

I completed a B Com Financial Accounting degree at the University of Stellenbosch. I subsequently started my CI-MA exams and have completed the advanced postgraduate diploma in management accounting.

### Where have you worked?

My previous employment includes Relate Software (2016), and Quotient Financial Solutions (2014 to 2015).

### What do you enjoy most about operations?

I enjoy interacting with clients on both a personal and a business level. Although I am administratively competent, I love people and have really enjoyed getting to know many great clients who utilise our services at Northstar.

### How do you best allocate your time for the highest impact?

In an operational role my time is spent on administratively intensive tasks, which are often ad-hoc in nature. It is important that from time to time, I step back and figure out how to make processes more automated and efficient. My highest impact is when I am able to understand a client's specific needs, show competency and demonstrate trust.

### What is your focus at Northstar?

My focus is client support, being at the end of a telephone and dealing with simple and complex client requests.

### Where is your own money invested?

I have a passion for cars and am good at identifying great value vehicles. I clearly invest with Northstar too. I specifically use Northstar's Income Fund, the yields are high and access is very easy when I need to buy another vehicle.

### What do you hope to add to Northstar in the years ahead?

I believe that our clients invest with us because they trust us and have faith in our abilities. My main function is to ensure that their relationship journey with Northstar is a happy one and I will continue to work tirelessly to make this happen.

I also intend playing an ongoing and meaningful role in continuously enhancing our processes, which we regard as a perpetual journey. We have come a long way over five years and now have a powerful team, processes and research platform to work off, all of which is a boon for our clients. That said, our goal is consistency of performance and I continue to implement processes on the operations front to attain this.



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