

Rena Engelbrecht, head of marketing at The Crazy Store

By [Emily Stander](#)

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After celebrating its 25th birthday, we decided to chat with The Crazy Store's head of marketing Rena Engelbrecht to find out more about her life behind marketing...



Image supplied: Rena Engelbrecht, head of marketing at The Crazy Store

■ *Tell us a bit more about what you do?*

I am the marketing and merchandise executive for The Crazy Store. I do all the fun things at the company. I work with an incredibly talented marketing and promotions team, as well as a very caring customer service team.

I also work with the merchandise for The Crazy Store, to ensure that we stock everything that our customers need and want.

■ *What's really behind your selfie?*

I am a mother of two, a wife for the last 12 years to a very patient husband. I love coming to work every day and feel so blessed to love what I do.

■ *Growing up, what did you want to do?*

A businessman. Like my dad. I found business fascinating and I have always loved shopping. Shopping for food, or anything. I should have known that I would end up in retail.

■ *How did you end up doing what you do now?*

Retail is in my DNA. From the first day working with retailers, I was hooked. I love the fast pace, the ever-changing environment and the daily challenges. No day is ever the same!

■ *Tell us a bit about some highlights of your career.*

I have worked with a few major retailers over the last 15 years and I loved learning, living and growing with each brand. I have always treated a job as if it was my own company. Living it every day.

So many highlights, that it is hard to pick one. A highlight for me is that any challenge that came my way, I faced and conquered, grew and learned.

■ ***When you're not busy working, what do you do? How do you socialise these days?***

I love spending time with my family. I am a pro at board games like Ludo thanks to my six-year-old and I learn all about the newest and most enjoyable online games from my nine-year-old.

I love running, I need running and whenever I am not at work, playing with the family or taking the fur child to the dog park, I run.

■ ***What are you watching/reading/listening to right now?***

I watch mini-series on Netflix, anything gripping and of course *My Little Pony* and *Pokemon* with the kids. I used to read a lot, and I will again one day, but for this season in my life, it is not possible.

■ ***What's your favourite gif?***



■ ***What are you hoping to achieve for the rest of the year?***

We have just celebrated The Crazy Store's 25th Birthday. We are opening our 450th store in September and many more for the rest of the year. I will continue to work hard, play hard, drive value, quality and a fantastic range where our loyal customers can come and shop in a friendly family environment.

ABOUT EMILY STANDER

Freelancer specialising in games and entertainment | My first loves are writing, music and video games

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