

## Truth Consulting launches in South Africa with Lee Appleton as director

Truth Consulting, a full-service strategic insight agency with headquarters in London, specialising in brand, innovation, audience and business strategy has appointed Lee Appleton as its director. With a proven track record in translating consumer and user research into actionable strategies, Appleton has worked with multinational clients including McDonald's, KFC, Heineken, MultiChoice and Standard Bank.

For more, visit: https://www.bizcommunity.com