



**\*Kind Request / Reminder: Just a quick reminder to keep our group focused on its primary purpose – fostering positive discussions and shared knowledge. Kindly refrain from posting any job opportunities, whether permanent or freelance, in the group.\***



**Movers & Shakers: Lotti Lindgren Sjöberg**

Lotti Lindgren Sjöberg has been promoted to Senior Marketing Director of Europe at Arlo Europe.



**Movers & Shakers: Charlotte (Edwards) Ford**

Charlotte (Edwards) Ford has joined Ruggable as their new Senior Marketing Director for Europe.



**Movers & Shakers: Martyn Ansell**

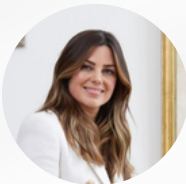
Martyn Ansell has joined Oliver's Travels as their new Head of Marketing.



**Movers & Shakers: Dipak Patel**

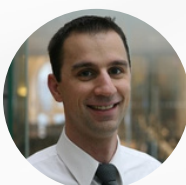
Dipak Patel has joined Topps Tiles as their new Head of Tile Warehouse.

## New Members



**Deborah Gale**

Chief Operating Officer at MZ SKIN



**Zdravko Mladenov**

Group Chief Digital and Information Officer at Post Office Ltd



**Jens Sorensen**

Digital Director at B&M Retail

## Latest Insights

The best and worst paid sectors for marketers

Marketoologist on AI washing

The digital age hasn't gone far enough

Digital Signage: The Future of Retail and Business Communication

Why AI recruiting tools are far from perfect

How Your 'Digital Body Language' Affects Your Dating Life

Digital transformations are failing at an alarming rate – why?

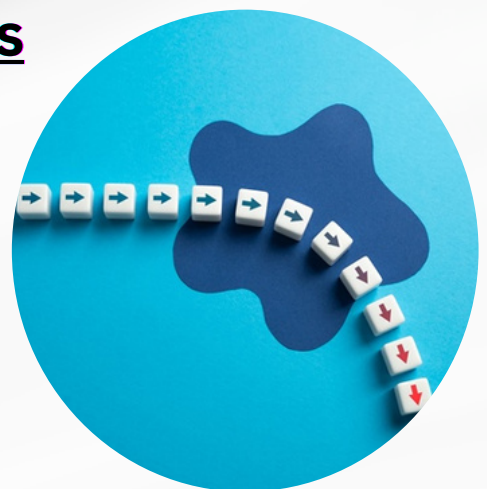
Competitiveness and the state of digital communications in Europe in 2024

The latest blog post by Endless Gain

Endless  
Gain

## Why you must test before making major website changes

There isn't a one-size-fits-all approach to boosting conversion rates and order value. Instead, we always recommend that you need to test any tools or tactics before making website changes because they could have the exact opposite effect that you desire.



[Read the blog](#)

## New Episode: The Digital Leaders Podcast



### Series 3: Episode 4 - The Different Challenges of B2B, B2C and B2B2C: Peter Cunningham

Peter Cunningham joins The Digital Leaders Podcast to discuss the challenges of B2B, B2C and B2B2C; as well as the areas surrounding email and paid search.

[Listen to the podcast](#)

## The latest news

[H&M latest to lose female leader](#)

[Apple Vision Pro debut draws crowds](#)

[NHS Scotland plans digital diabetes prevention](#)

[College of Policing upgrades mobile app for digital evidence](#)

[Devolver Digital boss steps down following layoffs](#)

[Sky to cut 1,000 jobs in move towards digital](#)

[McDonald's: Loyalty scheme will enable 'even smarter' pricing](#)

[Konami announces new AI and VR projects](#)

[Consultants lagging on marketing function maturity](#)

[Kellanova and Grey discuss Pringles' Super Bowl marketing strategy](#)

[O2 Germany's marketing director heads for exit](#)

[Gigabit Broadband Still Top Digital Priority for UK Councils](#)

[UK Drops One Spot On Digital Government Index](#)

[AI interest is fueling a surge in digital apprenticeships across the UK](#)

[New research shows that digital technology could add £520 billion to UK economy by 2030](#)

CW+ north west London digital inclusion programme evaluated  
UK should be more positive about AI to avoid missing out on  
tech 'goldrush'

New laws to introduce digital labelling

Marketing's gender pay gap narrows, but remains double the  
national average

Record-breaking views for women's sport in 2023, data shows

## **Analytics news & insights**

YouTube Channels to Learn Power BI and Data Analytics

How AI and advanced analytics will be key for the grid of tomorrow

BNY Mellon partners Microsoft for data and analytics

Could JP Morgan's analytics assistant help corporate treasurers?

How governments are using AI and analytics for proactive fraud risk  
management

Accedo launches advanced monitoring and analytics

## **CRM news & insights**

Is Salesforce Stock A Buy Amid Expectations For AI Revenue Boost?

How to Take Advantage of moves in (CRM)

Salesforce AI CEO Clara Shih says AI is a 'moving target'

– but her aim is steady

CRM provider launches showcase event to unveil new features

CloserStill Media promotes Rakim Asher to Head of Digital & CRM

Kindred bolsters operations with Optimove's CRM marketing solution

hireEZ Launches CRM Platform to Empower TA Leaders

## Ecommerce news

[DHL: persistent e-commerce growth will buoy logistics firm in 2024](#)

[National budget receives 13.5 million in e-commerce taxes in 2023](#)

[F.Y.I.Ecommerce Equation and Glow Capital Partners enter partnership](#)

[British retail and e-commerce: how technology is reshaping the selling experience](#)

[Retailers need to understand green measures that matter most to UK shoppers, report stresses](#)

[Shopify \(SHOP\) Registers a Bigger Fall Than the Market](#)

[Douglas commits to 80% vegan own brands and 100% recyclable packaging by 2030](#)

[707 Street builds brand loyalty with seamless digital shopping experience](#)

## Social media news

[TikTok pulls Taylor Swift and The Weeknd's music](#)

[Buyers should be vigilant of TikTok Shop scams.](#)

[How to Clear Cache for Instagram on Android and iOS](#)

[Snapchat Announces New Round of Layoffs, Affecting 500 Roles](#)

[LinkedIn's Removing its 'Creator Mode' Option](#)

[Snapchat is Now Up to 800 Million Monthly Active Users](#)

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