



### **Movers & Shakers: Simon Jackson**

Simon Jackson has joined Travelex as their new Chief Marketing Officer.

## **New Member**



### **Sue Stephenson**

Head of Online Platform at Science in Sport

## **Insights**

The tricky issue of founder salaries

Unilever's CMO of ice cream on prioritising 'product superiority' over purpose

How are FMCG brands getting shoppers to convert online?

Digital trade must not become a zero-sum game

From eID wallets to soulbound tokens: future-proofing digital identity

Is text-based coding is the key to bridging the digital skills gap?

## **News**

Plan unveiled to make region a 'digital giant'

Digital support offered for small businesses across Devon

KPMG investing £5.5m in Manchester office, creating digital and tech jobs

Crypto fraud jumps by a third in UK

Coca-Cola drops Christmas brand campaign to focus on 'Holidays are Coming'

BT gifts free digital ad space to Sheffield businesses to mark Street Hub 2.0 launch

[UK civil servants warn over lack of digital resources and skills](#)

[UK and Ukraine close 'landmark' digital trade deal](#)

[New figures show UK digital asset fraud jumped 32% in past 12 months](#)

[UK website publishers sue Google on digital advertising revenue](#)

## **Ecommerce**

[TikTok enlists tech start-ups to boost struggling ecommerce platform](#)

[Changes to B2B ecommerce are coming fast](#)

[B&Q enhances online sales experience as Kingfisher revamps its OMS](#)

[Shoppers across Europe increasingly using mobile to find discounts and engage](#)

[Live video eCommerce platform launches in UK](#)

[Robots roll out in Yorkshire as Co-op extends its autonomous food delivery to Leeds](#)

[Topps Tiles launches on TikTok and Very as it uses digital to reach new customers](#)

## **Social Media**

[Elon Musk set to become number-one influencer on Twitter](#)

[Twitter blue verified set to launch on Apple's iOS app](#)

[Google Launches Legal Proceedings Against Scammers Seeking to Sell Google Business Profiles](#)

[Report Looks at the Most Commonly Shared Life Events on Instagram and TikTok](#)

[LinkedIn Launches Native Post Scheduling in the App](#)

[£1.5m backing for AppLearn co-founder's "revolutionary" social media app](#)

[LinkedIn Adds New Tools for Company Pages, Including Updated Competitor Analytics](#)