



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 as well as promoting yourself or anyone else for career opportunities.



Movers & Shakers: Esther Rogers

Esther Rodgers has joined The Cotswold Company as their new Head of Ecommerce.



Movers & Shakers: Seb Villien

Seb Villien has joined Smythson of Bond Street as their new Digital Director.



Movers & Shakers: Steve Flanagan

Steve Flanagan has joined Whittard of Chelsea as their new Director of Marketing, Customer Retention and Product Development.



Movers & Shakers: Jonny Longden

Jonny Longden has joined Boohoo Group Plc as their new Group Digital Director.



Movers & Shakers: Luke Nicholson

Luke Nicholson has joined West Ham United FC as their new Head of Digital and Growth.

New Members



Piers Langendoen

Head of Digital Media at Post Office Ltd



Jonny Longden

Group Digital Director at Boohoo Group Plc



Melissa Allwork

Senior Director of Conversion and Optimisation at PlayStation



Viviana Marquis

Head of Ecommerce for Morphe EMEA & ANZ at FORMA Brands

Latest Insights

Which tech benefits workers most?

Is there a digital divide in payments?

A digital and sustainable economy through artificial intelligence

Brand building is as important at the bottom of the B2B funnel as the top

Authenticity should start with marketers not marketing

How digital twins are cutting carbon emissions for the Ministry of Justice

Digital or analogue: What technologies do brick-and-mortar stores need?

Ted Baker calls in administrators

How Ted Baker fell apart, leaving hundreds facing redundancy

Latest news

Oatly's creative boss on why he could never be a CMO

John Lewis recruits one million new customers amid return to profit

Nearly half of UK families excluded from modern digital society, study finds

Aprico Consultants joins digital transformation group Yuma

Students apply digital media skills to support internationally recognised research programme

Helen Morgan MP to host cross-party roundtable on digital connectivity

The majority of marketers in role for less than three years

Latham & Watkins Advises R.R. Donnelley & Sons Company in Acquisition of Digital & Print Marketing Business

Winchester City Council commits to digital service overhaul

New Digital Health Hub for the south west of England and Wales

Cordiant Digital Infrastructure marks three years of strategic growth and expansion

Apple Is in Talks to Let Google Gemini Power iPhone AI Features

AI already used by 62% of studios, Unity report claims

Google Cloud and NVIDIA Expand Partnership to Scale AI Development

New UK strategy aims to improve lives through digital technology

UK government's 4G rollout signals end of mobile blackspots in rural Wales

[Sky, Age UK Gateshead open Sky Up Digital Hub](#)

[Millions of UK Families Fall Short of Digital Living Standard](#)

[Former Jaywing brand and marketing chief joins Pavement as shareholding director](#)

[Gen Z marketing agency helps brands partner with micro influencers](#)

[Aldi ad banned for 'misleading' price comparison claims against Sainsbury's](#)

[Spec Analysis: PlayStation 5 Pro - the most powerful console yet](#)

[Goldman Sachs head of digital assets: The future is on public blockchains](#)

Ecommerce news

[39% of Retail Shoppers Stick to Digital](#)

[FedEx and Amazon Explored Partnership in eCommerce Returns Last Year](#)

[Worldwide ecommerce sales to break \\$6 trillion, make up a fifth of total retail sales](#)

[One Day Agency launches new ecommerce SEO service](#)

[Amazon celebrates the UK's first E-Commerce week to inspire businesses across the UK to grow internationally](#)

[American Apparel launches e-commerce in Australia and New Zealand](#)

[Survey finds 85% of shoppers had poor online experiences last year](#)

[Boots tops loyalty survey](#)

[How rising consumer demands have shaped E-commerce logistics](#)

[Delivery startup Ingrid banks \\$23M to provide a viable alternative](#)

[Caterpillar adds 100,000 new ecommerce customers](#)



Analytics news & insights

App analytics firm Sensor Tower acquires rival Data.ai and is cutting staff

Voltron Data revs up hyper-speed analytics, leaves Snowflake in the dust

How Conversation Analytics Boosts Cross-Department Collaboration

Announcing the general availability of Oracle Analytics Server 2024

Global Big Data Analytics in Retail Market Shows Promising Growth

Radware expands cloud security and analytics services

CRM news & insights

Zoom Launches New AI Companion, CRM Support, & VoC Capabilities

How a modern CRM platform can help transform a firm's business model

The Acquisition of Ultimate May Transform Zendesk. Here's How.

CRM Sets New Standards for the Insurance Industry

Social media news

Virality on social media intensifies moral panics, according to study
TikTok is paying creators to up its search game

Pressure on UK to follow US in toughening stance on TikTok

Meta offers to cut Facebook, Instagram monthly fees to 5.99 euros

Instagram Launches Ads With Promo Codes to Entice Purchase Activity

TikTok Adds More Options to Simplify Commerce Promotions in the App

What is Grok? The new X/Twitter feature explained

Meta offers to almost halve Facebook and Instagram monthly fees

LinkedIn plans to add gaming to its platform

Reddit shares priced at \$34 in largest IPO by social media company in years

Why AI conspiracy videos are spamming social media

High street bank bosses warn of rising fraud threat from social media

YouTube Tests New Audience Filters for its Video Retention Stats

© Copyright Digital Leaders Club | 2024 | All rights reserved.

