



**Movers & Shakers: Oliver Clay**

Oliver Clay has joined NEOM Organics as their new Head of Digital Marketing.



**Movers & Shakers: Richard Clark**

Richard Clark has joined Healthxchange Group as their new Chief Marketing Officer.

## New Members



**Dan Elliott**

Head of Marketing & Performance at Wright Brothers



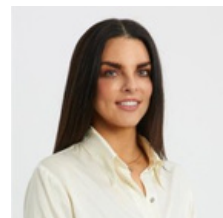
**Adrian Mosley**

Group VP Growth Marketing and Digital at ECCO



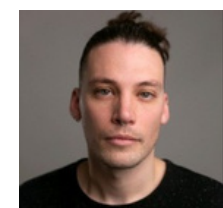
**Dave Elston**

Ex Digital Director at Clarks



**Michelle Hurney**

Head of Marketing at BrandAlley.co.uk



**Edward Montagu**

Digital Director at Koibird

## Insights

[How AI is set to impact gaming](#)

[Artificial Intelligence is the crack cocaine of the digital age](#)

[The future of AI in the retail industry: What to expect](#)

[Five of the best Barbie-inspired marketing campaigns](#)

Endless  
Gain

## **Are You Optimizing Your Tech Stack?**

Given the amount of time and money your business is spending on technology, it's smart to make sure your technology is delivering value. These five strategies can help you optimize your tech stack and get the most out of your technology investment.

**Read the blog**

## News

[Sam Altman's crypto project launches](#)

[Leeds Digital Ball raises £100k for Leeds Digital Inclusion Fund](#)

[Arcadis builds digital fluency with launch of new upskilling program](#)

[Digital Learning Institute Secures €1.8 Million in Funding and Appoints New CEO to Drive Global Expansion](#)

[Applied Digital confident on annual revenue as AI drives up data center demand](#)

[MoneySupermarket Group lauds impact of both brand and performance marketing](#)

[HR Owen first to integrate Marketing Delivery software with Salesforce](#)

[EuroHockey Digital Transformation project holds full partner meeting](#)



Newcastle based digital brand design agency 'jumps ahead' via six-figure funding

JP Morgan CEO confirms German expansion for Chase digital bank

Arcadis builds digital fluency with launch of new upskilling program

Limited support for central bank digital currencies in global investment industry survey

Digital transformation to drive tenfold rise in 5G mobile connections in Asia-Pacific

## **Ecommerce**

Britain's 'Brain' heralds new era of commerce enabled AI

Luxury apparel brand Dsquared2 launches online flagship store to drive global D2C success

Google Boosts Ecommerce Analysis In GA4 With 30 New Metrics

Superdrug launches new accessibility features to make online shopping more inclusive

Primark extends click & collect to 32 London stores

Salesforce updates its Commerce Cloud with digital commerce capabilities

## **Social Media**

Twitter's rebrand to X slammed as 'illogical'

TikTok adds text-only posts as social media battle escalates

Elon Musk hits X rebrand hiccup as police stop Twitter sign removal

Is Elon Musk right to ditch the Twitter bird logo?

How to get dark mode on Snapchat

Snap's revenue woes continue but earnings yield a few bright spots

Twitter tried to goad businesses into buying more ads so they can stay verified