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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: Andy Boddy

Andy Boddy has joined Stripe & Stare as their new Growth Director.



Movers & Shakers: Hannah Campbell Hannah Campbell has joined Natures Menu Ltd as their new Head of Ecommerce.



<u>Movers & Shakers: James Collins</u> James Collins has joined Le Boat as their new Global Marketing Director.

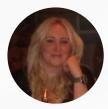


Movers & Shakers: Chloe Temple Chloe Temple has joined ERDEM as their new Ecommerce Director.



Movers & Shakers: Sally-Anne Shortman Sally-Anne Shortman has joined Pure Electric as their new Head of Ecommerce.

New Member



Lucy Dachtler

Senior Director of Digital Communications at Jimmy Choo

Latest Insights

<u>Why brands must move fast to keep pace with consumer</u> <u>Al adoption</u> <u>Can Al end greenwashing?</u> <u>Digital Experience Takes Over as a Key Boardroom Issue</u> <u>'You can't cheat the fundamentals': Why Prime has been reduced</u> <u>to the bargain bin</u> <u>What next for the digital identity standard?</u> <u>How organisations can cultivate digital leaders</u> <u>Digital Wallets Can Transform B2B Payments – But Will They?</u> <u>TK Maxx's top marketer on 30 years of selling an idea</u>

Latest news

Digital driver's licences are becoming common but without security standards people are vulnerable to fraud, theft

Digital Anarchy announces Beauty Box 6.0

Tiffany & Co. and Landmark unveil digital surreal art collab on social

DDRS Alliance & Polytag announce partnership to promote Digital DRS

Over two-thirds of marketers think there is 'room for

improvement' on financial fluency

Lucozade launches first masterbrand platform to unite its offering Creative and ecommerce hires at ALCMY

Challenging the digital divide as Parliamentary candidates stand up for the offline elderly

Free digital and tech support on offer to West Country SMEs

Rise in number of Chief Al officers

Is this the future of working from home? People are making 'digital clones' of themselves that attend Zoom meetings

Standard Chartered invests in Algbra for digital banking venture Nationwide ad ban: One in three consumers feel 'more negative' towards the brand

<u>Spotify to allow users to change speed of and remix songs</u> <u>"while generating new revenue for artists"</u>

<u> UK-based Fintech Zopa Turns Annual Profit</u>

Digital Brands Group manages to reduce full year loss

<u>Digital twin market to surpass \$150bn by 2030, impacting</u> <u>many industries</u>

Digital pharmacy Phlo raises £9m for health market expansion

Tech Park launched to drive digital skills in Bletchley

Over one in five B2C CMOs in role for a year or less

Saga cuts marketing spend by £4m amid 'cost-efficient' push

Asos reduces reliance on promotions as 'transformation' continues

Main media budgets down as brands ponder economic recovery

Ecommerce news

What makes Screwfix's enviable ecommerce strategy stand out?
Amazon invests over €700mn in robotics and Al-powered technologies
Decathlon UK selects Fifty as technology-led media partner
New Buy Now, Pay Later rules at M&S, Amazon, eBay, Etsy and shoppers say 'it's no use'
Will Retail Media Drive eCommerce Brand Revenue?
Sephora recruits former Nike ecommerce leader for China operations
Matalan adds more third-party brands to online store
Bristol ecommerce provider sees surge in European business

Analytics news & insights

Adobe Analytics data shows UK online spending growth in March Parametrix Analytics launches for cloud risk modeling MindSculpt Analytics engages Happiest Minds to build advanced Al Medical Preventive & Diagnostic solutions Parrot Analytics expert Alex Cameron looks at the future horizons of animation

The Growing Dominance of AI in Sports Analytics

CRM news & insights

<u>Xpress Mortgages adopts OMS CRM solution</u> <u>Salesforce (CRM) in Takeover Talks With Informatica Per Reports</u> <u>Twenty7tec launches upgraded CRM solution for advisers</u> <u>People prefer support from humans over AI when implementing CRM</u>

Social media news

Meta Adds Al Chatbot to Instagram That Can Generate Images Meta announces VR education metaverse for ages 13 and up Uniqlo profits boosted by TikTok famous 'banana' bag Google and Meta face boost from 'improving digital growth outlook' Will X's Fee for New Accounts Help Address its Bot Problems? Snapchat Adds New Al Watermarks and Transparency Measures TikTok Announces New Ticket Sales Partnership with AXS

DLC SUMMER PARTY

The Digital Leaders Club Summer Party will be taking place on Wednesday, 15th May in London. Details to be confirmed in due course.

To register your place, contact:

jack.johnson@blu-digital.co.uk

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