



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.



Movers & Shakers: James Collins

James Collins has joined Le Boat as their new Global Marketing Director.



Movers & Shakers: Chloe Temple

Chloe Temple has joined ERDEM as their new E-commerce 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

Why brands must move fast to keep pace with consumer AI adoption

Can AI end greenwashing?

Digital Experience Takes Over as a Key Boardroom Issue

'You can't cheat the fundamentals': Why Prime has been reduced to the bargain bin

What next for the digital identity standard?

How organisations can cultivate digital leaders

Digital Wallets Can Transform B2B Payments – But Will They?

TK Maxx's top marketer on 30 years of selling an idea

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 AI officers

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

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

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

UK-based Fintech Zopa Turns Annual Profit

Digital Brands Group manages to reduce full year loss

Digital twin market to surpass \$150bn by 2030, impacting many industries

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 AI-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 AI 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

[Xpress Mortgages adopts OMS CRM solution](#)

[Salesforce \(CRM\) in Takeover Talks With Informatica Per Reports](#)

[Twenty7tec launches upgraded CRM solution for advisers](#)

[People prefer support from humans over AI when implementing CRM](#)

Social media news

[Meta Adds AI 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 AI 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



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

