



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: Maisie Denning

Maisie Denning has joined The Ivy Collection as their new Marketing Director.



Movers & Shakers: Louise Mullock

Louise Mullock has joined Sony as their new VP of PlayStation Store.



Movers & Shakers: Caroline Finn

Caroline Finn has joined LYMA as their new CMO.



Movers & Shakers: Ramki San

Ramki San has joined Hargreaves Lansdown as their new Group Head of Digital.



Movers & Shakers: Sue Stephenson

Sue Stephenson has joined Merlin Entertainments as their new Marketing Director.



Movers & Shakers: Stephanie Legg

Stephanie Legg has joined schuh as their new Chief Digital Officer.

New Members



Ted Charalambides

Chief Growth Officer at Craft Gin Club



Lise Backman

Executive Director, Digital Innovation and Omnichannel at Jo Malone London



Claire Clough

Customer Director at Kennelpak



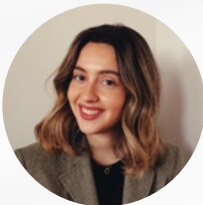
Alex Mawer

Chief Marketing Officer at Hornby Hobbies Ltd



Erika Coppel

Chief Marketing Officer at Metaphysic.ai



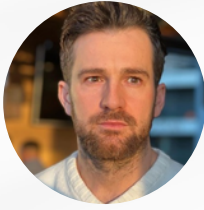
Frederica Watson

Head of eCommerce at The Rodial Group



Seema Kumari

Ex Senior Director of Marketing, Ecommerce & CRM at Hearst UK



Pier Francesco Guindani

Head of Ecommerce at Unilever



Emily Muffet

Marketing & Ecommerce Director at Evolve Organic Beauty

Latest Insights

The latest blog post by Endless Gain

Endless Gain

How to choose the right customer experience research method

Customer experience research is critical to understanding the needs, desires and pain points of your online customers. An optimisation agency can help you determine and conduct the right user research method based on your goals and objectives.



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[One feature will make the Apple smart ring worth waiting for](#)

[Why digital accessibility is key to recruiting a neurodivergent workforce](#)

[The role of effective teams in deploying digital platforms in the NHS](#)

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[The Digital Pound CBDC Moves Closer to Reality – Why Should You Care?](#)

The latest news

[Gen Z leads UK salary push](#)

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[Santander cuts 320 US jobs in digital shift, source says](#)

[Gymshark names first chief digital officer, outlines plans for 2024](#)

[Nottinghamshire Police launches digital forensics apprenticeship](#)

[PlayStation Stars Campaigns and Digital Collectibles for March 2024](#)

[Lord Sugar Revives Amstrad Brand for Grandson's Digital Marketing Venture](#)

[New sales and marketing partnership announced for B2B specialist](#)

[CME expands into digital finance, launches CoorB in MEA](#)

[North East gaming community competes in Digital Catapult's physical/VR hybrid Gauntlet Cup](#)

[Parfetts improves digital offer for retailers](#)

[Utqi and Compliant partner to set new standards in data compliance via digital advertising ecosystem](#)

British Airways Unveils £7bn Transformation with New Digital Platforms and Cabin Upgrades

Santander Slashes Jobs as Banking's Digital Shift Continues

Matalan integrates generative AI tool for enhanced product marketing

Digital tire management tool introduced by Continental

IHG selects digital tipping partner

Bitcoin could become 'a form of digital gold': Scaramucci

AI firms pledge to build responsibly

Monzo, UK's largest digital bank, raises £340M for expansion

Google details changes for compliance with EU's Digital Markets Act

CPG Marketing Embraces New Business Models for Digital Transformation

'Playing offence': Birds Eye owner on its strategy for volume growth in 2024

Social media viewed as overly important by businesses, marketers say

Lack of skills and shrinking teams leading to increased outsourcing, marketers say

Ecommerce news

bpost rolls out digital failed delivery notifications

Half of shoppers see checkout as the area retailers should improve, Manhattan finds

Co-op teams-up with Uber Direct to deliver continued 'quick commerce' growth

Sainsbury's launches branded shops concept online

Online Shoppers Who Skip Auto-Fill Subscriptions Want Control Over Their Time

DHL eCommerce: Peter Fuller retires after three decades in the industry

New CEO of DHL eCommerce UK as Peter Fuller retires

Matalan launches 'UK first' ecommerce AI language model

Puma.com shifts to Google Cloud for better customer experience

Almost half of consumers won't shop again if packaging doesn't meet expectations, Mondi finds

Analytics news & insights

Own Data targets SaaS backup and offers analytics insight

How Aurizon's pioneering use of Microsoft Fabric is helping it get closer to its predictive analytics and optimisation goals

Threads enables post-scheduling in live API pilot, plans to add analytics capabilities

Visa Consulting & Analytics launches AI Advisory practice

CRM news & insights

Tech firm Plannr launches CRM for advisers

Plannr CRM launches to intermediaries to 'shake up the market'

Enhancing portfolio management with integrated CRM solutions

Is Salesforce (CRM) Stock Outpacing Its Computer and Technology Peers This Year?

Salesforce Welcomes 1,800+ New Employees, Expects to Hire More

Oracle to acquire CRM cloud provider RightNow

Social media news

[Google Tried To Convince Meta To Switch To Its Upcoming Android XR Platform](#)

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[TikTok Shares Insights with Monthly Trends Digest](#)

[Google Announces New Core Algorithm Update for Search](#)

[Meta Provides Predictions for the Next Stage of Digital Connection](#)

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