

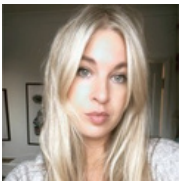


**\*Kind Request / Reminder: Just a quick reminder to keep our group focused on its primary purpose – fostering positive discussions and shared knowledge. Kindly refrain from posting any job opportunities, whether permanent or freelance, in the group.\***



**Movers & Shakers: Samuel Day**

Samuel Day has joined Direct Line Group as their new CMO.



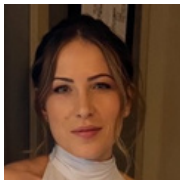
**Movers & Shakers: Francesca Sieler**

Francesca Sieler has joined SCAMP & DUDE as their new Marketing Director.



**Movers & Shakers: Sam Leach**

Sam Leach has joined Boohoo Group PLC as their new Marketing Director.



**Movers & Shakers: Siobhan Cafferkey**

Sioban Cafferkey has joined The Sports Edit as their new Head of Marketing.

## New Members



**Stefano Biondi**

Global Digital Marketing Director at Collinson



**Peter Cunningham**

Marketing Director at Buyapowa



**Bronwen Foster-Butler**

Chief Marketing Officer at Finisterre



**Michael Guyatt**

Director of Ecommerce at 111SKIN



**Sandrine Desbarbieux-Lloyd**

Ex UK Group (Marketing & Commercial) Director at Meta



**Gareth Lloyd-Jones**

Head of Ecommerce & Performance Marketing at  
Ambassador Theatre Group



**Michael McAuley**

Chief Marketing Officer at Oxygen Activeplay

## Latest Insights

[Anything is possible in this new era of gaming monitors](#)

[The best digital inclusion resources for people and organisations](#)

[How to make working abroad easier](#)

[Answer Digital promotes from within for new CEO](#)

[Will AI get Gen Z into the office?](#)

[How ITV attracted 2 million new viewers](#)

[What is the UK's Digital Identity and Attributes Trust Framework?](#)

[Harrods' digital odyssey yields valuable insights for retailers](#)

[The UK's fastest-growing jobs](#)

[How virtual production is changing the way ads are made](#)

[More than eight in 10 GP practices 'have digital telephony in place'](#)

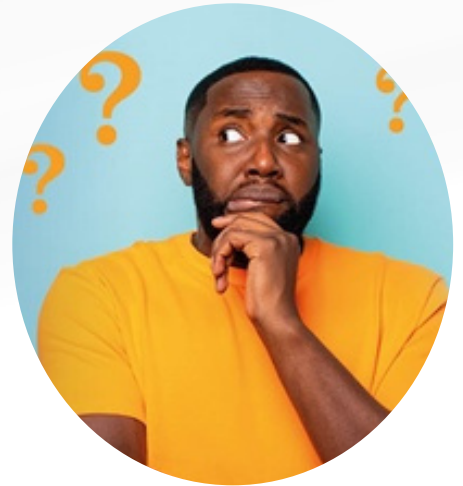
The latest blog post by Endless Gain

Endless  
Gain

## How well do you understand your customers?

**And why this matters (more than you think)!**

By understanding how your customers decisions are made, you are able to create a great customer experience that leads to your growth and their loyalty.



[Read the blog](#)

## The latest news

[AB InBev becomes first global beer partner of the Olympics](#)

[Confused.com's Sam Day as interim CMO](#)

[M&S credits decision to curb promotions in clothing and home for stronger festive sales](#)

[British Library begins restoring digital services after cyber-attack](#)

[AI to disrupt 40% of all jobs: IMF](#)

[Digital marketing agency goes internal for new MD](#)

[New marketing chief joins strategic board at Northcoders](#)

[Report finds the UK is Europe's most "advanced digital economy"](#)

[Stc pay partners with Mastercard to boost digital payment offerings](#)

[Microsoft And Vodafone Sign 10 Year Deal for Digital Transformation](#)

[Asda trials four-day work week](#)

[NHS digital Leaders call on Secretary of State to focus on digital basics](#)



Gloucestershire digital marketing agency expands after an impressive year of growth

Co-op overhauls loyalty scheme to focus on member pricing

Chief Revenue Officer is among the fastest growing marketing roles

Ocado credits shift in marketing strategy for improved customer retention

BlockMark Registry issued more than 45,000 digital certificates in 2023

Freightos Says Digital Platform Adoption Drove 36% Transaction Growth

ELT schools “need more” digital marketing skills

Allwyn appoints media expert Parkinson to UK marketing role

NAO chief emphasises need for the digital transformation in government

Marketing budgets get unexpected boost despite economic uncertainty

Digital defence transformation boosted by £150 million UK contract

Circle CEO on digital assets, managing crypto hype and IPO hopes

North West Microsoft Cloud partner targets regulated industries with new digital workspace

Robot Team Builds High-Performance Digital Structure for NASA

Google Supports Worldline Digital Transformation to ‘Accelerate Innovation’ in the Payment Industry

Ireland moving steadily on digital initiatives with 2.3M verified MyGovID accounts

Digital currency network UDPN partners Digital Pound Foundation

M&C Saatchi Sport and Entertainment MD: on passion, strategy and bringing ‘fancom’ to the market

88% of UK Businesses Don’t Use PR in Their Marketing

## Ecommerce news

[FedEx is building its own all-in-one ecommerce platform](#)

[UK e-commerce firm THG signs major partnership deal with Holland & Barrett](#)

[ePay Europe Welcomes TrueLayer as Gold Sponsor for eCommerce Payments 2024](#)

[Hugo Boss' Digital Sales Up by 26% in Q4 as It Targets Gen Z and Millennials](#)

[Worldline Taps Google Cloud to Enhance Digital Payments](#)

[New B2B & DTC e-commerce agency B2 opens in Leeds](#)

[ePay Europe Welcomes TrueLayer as Gold Sponsor for eCommerce Payments 2024](#)

## Social media news

[Snapchat's AR Beauty Marketing Strategy](#)

[Daily Mail passes 10million followers on TikTok](#)

[OpenAI Launches GPT Store](#)

[Meta's new mixed reality app lets you digitally deconstruct the Quest](#)

[Meta sees AI changing advertising 'in a big way'](#)

[Snapchat CEO: Social media is dead, Snap is not](#)

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