



**Movers & Shakers: Toni Wood**

Toni Wood has joined Headlam Group plc as their new Chief Customer Officer.



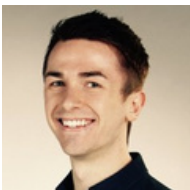
**Movers & Shakers: Gail Dobinson**

Gail Dobinson has joined Penelope Chilvers as their new Marketing Director.



**Movers & Shakers: Hannah Kemp-Longhurst**

Hannah Kemp-Longhurst has joined kate spade new york as their new Ecommerce Director (Europe).



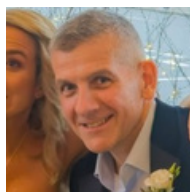
**Movers & Shakers: Tobi Gavin**

Tobi Gavin has joined Online4baby as their new Chief Marketing Officer.



**Movers & Shakers: Chris Bevan**

Tobi Gavin has joined Online4baby as their new Chief Marketing Officer.



**Movers & Shakers: Matt Cunliffe**

Matt Cunliffe has joined Oddbox as their new Head of Marketing.



**Movers & Shakers: Sophie Marx**

Sophie Marx has joined Dundas Worldwide as their new Head of Ecommerce.



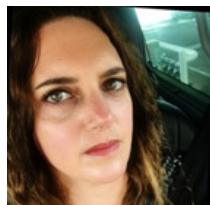
**Movers & Shakers: Chris Kelly**

Chris Kelly has joined John D Wood & Co. as their new Head of Marketing.

## **Movers & Shakers: Sarah Wilkinson**

Sarah Wilkinson has joined Jimmy Choo as their new Senior E-Commerce Director (Interim).

## **New Member**



### **Emma Olliff**

Head of Digital Marketing and Ecommerce at Tropic Skincare

## **Insights**

How Virgin drove a 1,562% increase in positivity about dyslexia

Are brands ignoring talent from outside their sector?

Why NatWest's B2B fintech spin-off is reinvesting in brand after 'letting the ball drop'

## **News**

Major Disney investor warns of damage to brand value due to 'unsustainable' pricing

Asos chases improved marketing ROI amid profitability 'obsession'

McDonald's achieves 'exceptional' branding score with eyebrow raising ad

Bank of England governor questions need for digital pound

Digital fashion startup Syky raises \$9.5 million and launches first NFT

UK metaverse startup Hadean to deliver digital twins for UK highways

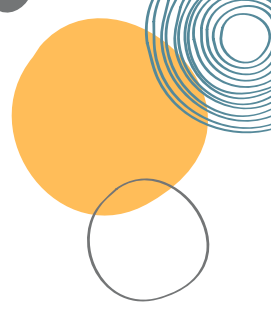
National World sees digital revenue growth of 25% in 2022

NAO says digital recruitment problems have hindered UK Security Vetting

l'oréal ventures into web3 with investment in metaverse startup 'digital village'

Firms train UK veterans with digital skills to secure tech jobs

Microsoft to lay off 10,000 workers



## Ecommerce

Ecommerce group THG cuts profit forecast for fourth time within a year

E-commerce company Lightspeed cutting about 300 jobs

Instagram Shifting Focus From Ecommerce to Short Video Reels

Alipay Taps Splitit to Let Shoppers 'Pay After Delivery'

Online fashion sales rally at the end of December, up 53% week-on-week, driven by discounting

Ecommerce group THG warns on profit for fourth time within a year

ThriveCart, which sells tools to build e-commerce carts, raises \$35M

## Social Media

Meta told to end Facebook and Instagram ban on bare breasts

Meta Signs New Deal with Shutterstock Over Usage of Content for AI Creation Tools

Twitter's Blue subscription comes to Android devices

TikTok Expands State-Affiliated Media Labels to 40 Regions

Twitter Adds Annual Payment Option for Twitter Blue