

**\*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 including permanent/ contract/freelance or project, in the group as well as promoting yourself or anyone else for career opportunities. Please do not proactively sell into the community. \***



**Movers & Shakers: Erin Murrphy**

Erin Murrphy has joined Zelens as their new Head of Ecommerce.



**Movers & Shakers: Will Patrick**

Will Patrick has joined Kraft Heinz as their new Associate Director, Global Growth.

## New Members



**Clay Wertheimer**

VP & Managing Director, UK and Europe at Ruggable



**Elliot Kortzenray**

Ex Director Commercial & Marketing Business Delivery at Kindred Group plc



**Tom Hicks**

Director of Digital Marketing at LiveScore Group

## Latest news & insights

[Level of disability representation in this year's Christmas ads 'shameful', says advocacy group](#)

[Wingstop UK appoints first-ever chief marketing officer](#)

[UK pushes forward with digital pound development](#)

[Netcompany renews digital inclusion drive](#)

[Google, Camden Council and Camden Learning partner to open AI Campus](#)

["Global Education 2.0": the future of international student recruitment in a digital world](#)

[14-Year-Old Boy Invents Digital Braille Reader And Wins \\$3,500](#)

[World's Most Advanced Digital Audio System Unveiled In UK](#)

[DB Cargo Launches Digital Signalling Training Centre in Doncaster](#)

[UK adults online longer in 2024](#)

[Copyright and AI in the UK: Navigating the challenges](#)

[Spurs sign ExpressVPN as first Official Digital Privacy Partner](#)

[UK marks progress on creating digital ID for businesses](#)

[PocDoc secures £5m funding to grow digital diagnostics business](#)

[Bridgend Council completes digital switch for telecare](#)

[Students can now display digital IDs when taking the bus with free app](#)

[Heineken and Stonegate launch campaign to fight Christmas loneliness](#)

[Wingstop creates CMO role with focus on youth culture](#)

[Data: Aldi and Boots ads emerge as top Christmas attention-grabbers](#)

[Firms can learn from Trump's digital marketing 'masterclass'](#)

[Digital student IDs accepted on buses](#)

[Northumbria Primary Care trials AI-powered digital coaching app](#)

[Intel's CEO steps down](#)

[Amazon plans AI supercomputer](#)

The biggest myth in B2B marketing is that it shouldn't appeal to our emotions

Adobe Names Lara Balazs As Chief Marketing Officer

techUK calls for more local digital initiatives

Digital Experts Secure £1.2 Million Investment to Drive Innovation and Create a New Way of Working

## **Ecommerce news & insights**

Global E-commerce Poised For Transformation As Qatar Airways Cargo And Cainiao Strengthen Powerful Logistics Partnership

Tap Payments & Mastercard Launch World's First 'Click to Pay' Service with Payment Passkey for eCommerce

DHL Supply Chain Acquires Controlling Interest in Brandpath

Naspers' half-year profit jumps on strong e-commerce, Tencent

Qatar Airways Cargo and Cainiao strengthen partnership to meet global e-commerce demand

Morrisons introduces loyalty card points on every product

Google search change hits publisher Black Friday e-commerce revenue

Grocers and cosmetics companies most likely to share sustainability goals, report finds

Movopack to launch circular e-commerce packaging via Royal Mail

Cyber Monday 2024 becomes highest ecommerce sales day to date

## **Analytics/CRM news & insights**

Geospatial analytics insurtech appoints chief revenue officer to lead European expansion

New Google Ads Customer Match For Google Analytics Audiences

AMADA represents Azerbaijan at Data Analytics Workshop in London

## Social media news

Reddit Overtakes X as the UK's Favorite Social Platform

Threads Will Now Display Alternate Feeds at the Top of the Main Feed

Temu shortens delivery times as it taps UK-based suppliers

YouTube Previews Coming AI Elements in Its 'Inspiration' Tab

Meta says it's mistakenly moderating too much

Meta seeks nuclear power developers for reactors to start in early 2030s

Telegram has now teamed up with UK child safety group

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