

***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: Philip Lloyd

Philip Lloyd has joined ATG Entertainment as their new Chief Marketing Officer.



Movers & Shakers: Alicia Geng Reddan

Alicia Geng Reddan has joined TOD'S Group as their new Senior Director of E-Commerce.

New Members



Richard Linley

Head of Digital Marketing at Holland & Barrett



Melanie Braxton

Head of Digital Trading at The White Company



Connor Whelan

Director of Digital Marketing and Advertising at Color Wow UK



Kris Ingham

Founder of liquidation.store



Emma Watkinson

CEO & Co-Founder at SilkFred.com



Katia Bololia

Head of Marketing & Ecommerce at Ottoman Hands



Alan Thomas

Head of Digital at The Jamie Oliver Group



Jenni Akthar

Global Ecommerce Business Development & Innovation Lead (SCoE) at Philips



Erica Illingworth

Founder and Managing Director at Molly Brown London - Luxury Children's Jewellery Brand

Latest news & insights

[Google enters the headset race](#)

[Get ready for the AI agents](#)

[Prime sees sales fall by almost 50% in 2024](#)

[Consumer confidence remains 'far from strong' ahead of Christmas](#)

[Why Britain needs a digital ID system](#)

[OneSavings Bank partners with Publicis Sapient for new digital savings platform](#)

['Open for business': Why podcast producer Goalhanger is building its brand](#)

Mastercard Targets Passwordless Payments in Digital Push

OpenAI opens search to all users

ClearToken Joins UK Digital Securities Sandbox

A digital pathway to sustainability and skills

Allianz UK expands digital trading team

£230k funding boost to help digital transformation of North

West SME manufacturers

'Monetising data': how Hitachi has soared with bets on AI future

New Director of Marketing and Advancement appointed at

Loughborough University

Halcyon Gallery Collaborates on A Digital Wonderland of

Butterflies and AI

Almost half of UK consumers have experience of mobile fraud,

malware or cyber attacks

Currys sees profit boost amid strategic marketing push

Mortgage market to see steady growth in 2025: UK Finance

Stephanie Deeley Takes the Helm as Radiant's New Managing Director

Fintech firm opts for AI over hiring

Digital innovations within NHS 0-19 services and family hubs

Digital bank Starling in major expansion of its Cardiff office

Primark is upping advertising in the U.S.

Former Tim Hortons UK CCO joins Greene King as Marketing Director

The role of Digital Twins in modern property marketing and sales

Gartner Marketing Survey Finds 68% of Consumers Report They

Feel Taken Advantage of When Brands Use Dynamic Pricing

How the new 'mindset era' will transform digital advertising

Women's Aid's top marketer Teresa Parker departs after 23 years

Lloyds Bank ad banned for suspected 'greenwashing'

YouTube named world's most popular digital marketing tool

Ecommerce news & insights

[Shopify's SWOT analysis: e-commerce giant's stock faces valuation hurdles amid growth](#)

[Royal Mail launches its own parcel lockers](#)

[Asos and Selfridges join Fashion Leap for Climate](#)

[Black Friday saw 86% of shoppers return to high street with lockers proving popular](#)

[The Asos reset: How loyalty, partnerships and Topshop will drive growth](#)

[Ebay and Klarna expand BNPL to new European markets](#)

['UK sellers withdraw from EU market due to new product rules'](#)

[ShipStation enhances global shipping with Adobe link-up](#)

[Alibaba launches cross-border ecommerce platform in Japan](#)

[London-based Ecomtent lands \\$1.4M to redefine future of ecommerce search with AI](#)

[eCommerce Spending Accelerates in November and Boosts Retail Sales](#)

[UK shoppers set to spend £680mn on subscription-based presents, survey finds](#)

Analytics/CRM news & insights

[Cohu to Enhance Data Analytics and AI/ML Platform with Acquisition of Tignis](#)

[North East digital agency appoints Leeds AI analytics expert](#)

[44% of Service Leaders Explored a Customer-Facing GenAI Voicebot in 2024](#)

[McDonald's appoints TMW to UK CRM brief](#)

[Halfords makes decision to upgrade to newer versions of Aptos PoS, CRM and Sales Audit applications](#)

[Traveltek reveals TProfile partnership for CRM and documentation offering](#)

[AI 'revolutionising' data analytics](#)

[Meta Threads analytics: A complete guide to measuring success](#)

Social media news

[TikTok Offers Education Tools to Assist Sellers](#)

[Instagram Tests Scheduled DMs](#)

[TikTok Ban Edges Closer—And The Internet Is Furious](#)

[Instagram's head says social media needs more context because of AI](#)

[TikTok emissions higher than Greece](#)

[Threads Announces Test of Post Scheduling](#)

[More than half of all scams use Facebook, Instagram or WhatsApp to target victims](#)

[Why brands like Bonobos are increasingly tapping Reddit for advertising](#)

[Snapchat is overhauling how influencers earn money on the platform](#)

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