



**\*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: Siobhan Bowie**

Siobhan Bowie has joined Ocado Retail Ltd as their new Ecommerce Director.

## New Members



### **Mo White**

CEO at Hyperwild.com

## Latest Insights

[DeepMind CEO shares AGI prediction](#)

[The key to digital transformation in aerospace and defence manufacturing and R&O](#)

[Internet use boosts wellbeing](#)

[How AI could level the playing field](#)

[How digital workflows can streamline the concept and design stage of construction](#)

[Digital coaching: helping teachers make the most of edtech](#)

[How re-evaluating media planning is helping Jellyfish reduce carbon footprint for its clients](#)

## Latest news

[Ford: Using 'business metrics' can earn marketers a seat at the top table](#)

[ITVX delivers double-digit growth in streaming hours and ad revenue](#)

[Reebok jumps into digital wearable game](#)

[Coventry's Age UK highlighted digital exclusion for services](#)

[Digital terrestrial TV at 'tipping point' warns Ofcom](#)

[Saudi delegation visits London to boost digital economy ties with UK](#)

[Sheffield marketing and data science firm Jaywing calls off potential sale](#)

[Marketing agency Mission turns down takeover bid](#)

[Heineken boosts UK pub sector](#)

[OpenAI could debut a multimodal AI digital assistant soon](#)

[UK government approves Vodafone and Three UK merger](#)

[New digital driving licence will be stored on smartphone](#)

[Essex council urges residents to prepare for digital switchover](#)

[Deloitte Digital Introduces Generative AI-powered Content Tool to Revolutionise Marketing](#)

[Jisc identifies eight needs for digital sustainability in tertiary education](#)

[McDonald's Aims to Double Its Loyalty Program Sales with Launch of Digital Marketing Fund](#)

[Dantex appoints new digital director for Pico division](#)

[OpenAI's new 'emotive' GPT-4o](#)

[Kettle Chips and Refreshers owner names former Müller marketing boss as first CMO](#)

[Leamington communications agency strengthens digital team with three new appointments](#)

Gi Group Appoints New Board Member to Lead on Digital Growth and Transformation

## Ecommerce news

Huddled eyes ecommerce growth

Robots Are Coming to Ecommerce SMBs

Shein looks to London for IPO

Amazon launching dedicated online store for Ireland

Healthy growth helps B2B food e-commerce startup Pepper nab \$30 million led by ICONIQ Growth

Former chancellor Nadhim Zahawi joins Very Group as chair

## CRM news & insights

Yorkshire agent unveils AI-powered CRM tool

Almost half of charities reviewing CRM system may make a change, research finds

CRM backs Rightmove data feed changes

## Analytics news & insights

AI Is Creating New Roles and Skills in Data & Analytics

How AI And Business Analytics Foster Better Collaboration

Queens Park Rangers utilizing Gemini Sports Analytics' AI platform for data insights

Marketers race to upskill as AI, analytics and automation reshape the industry

## Social media news

[Meta Adds Travel Mode for Quest VR Headsets](#)

[TikTok Is Testing a Collaboration Feature for Posts](#)

[Snap Launches Program To Measure Carbon Emissions of Digital Ads](#)

[TikTok Creators Studio to Debut at IGN Live This June](#)

[ITV, Channel 4 and BBC join TikTok Pulse Premiere programme](#)

[TikTok might launch ChatGPT-generated search results](#)

[Meta closing down Workplace tool](#)

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