



The Digital Consultancy Taps Digital Strategy Expert Greg Verdino To Lead Its Expansion Into North America.

Verdino joins as founding partner and Managing Director of The Digital Consultancy, Inc. as corporate demand grows for unbiased digital strategy.

London, England. September 16, 2014.

The Digital Consultancy, a London-based digital strategy firm that helps global enterprises harness digital as a key driver of business growth and brand value, has announced that Greg Verdino will launch and lead its North American office. In his role as Managing Director, Verdino will build upon The Digital Consultancy's client-proven methodologies to deliver the comprehensive, impartial strategies that global organizations need in order to thrive in a constantly evolving digital economy. This stateside expansion is one in a number of moves The Digital Consultancy is making to meet the growing demand among C-suite leaders for expert outside guidance as digital transformation becomes a top priority for businesses across virtually every sector. Clients handled out of the firm's UK headquarters include BP, Castrol, GE Life Sciences, Merck, Pearson Education, Rolls-Royce and Warburtons.

Verdino joins The Digital Consultancy after nearly 25 years working at the forefront of marketing, media and technology change. His career has included time as executive vice president of strategy at social business firm Dachis Group, chief strategy officer at pioneering social media consultancy crayon, and vice president of emerging channels at Digitas. His experience also includes seven years in senior marketing, sales and general management roles at a variety of technology startups, as well as agency stints at Blau Marketing Technologies, Wunderman and Saatchi & Saatchi. He most recently ran his own consulting practice, advising organizations in the media, healthcare, retail and public sectors on digital strategy, marketing, and transformation. Greg is the author



of microMARKETING: Get Big Results By Thinking and Acting Small (McGraw-Hill, 2010) and a popular conference speaker.

“Greg shares our belief in digital’s ability to transform businesses, and our commitment to an unbiased, evidence-backed approach to digital strategy,” said Chris England, co-founder and director at The Digital Consultancy. “His track record in building successful consulting practices, his reputation for delivering winning results for blue chip brands, and his status as one of our industry’s sharpest digital thinkers made him the ideal choice to lead our growth in America. We’re honoured to have him on-board and look forward to the work we’ll do together.”

“The Digital Consultancy is uniquely positioned to meet the need for pure-play strategic counsel to senior leaders tasked with the digital transformation of their business,” said Verdino. “I’m impressed with the quality of their people, the caliber of their clients, and the sharp insights and innovative approaches they apply to solve pressing business and marketing challenges. I’m excited to help drive TDC’s growth, work with great clients, and partner with my UK colleagues while building-out my team here in the states.”

Verdino is based in New York, where he is establishing and staffing The Digital Consultancy’s U.S. headquarters. In addition to serving as Managing Director, he is a founding partner in the firm’s U.S.-based venture.

ABOUT THE DIGITAL CONSULTANCY

The Digital Consultancy helps global organizations make digital strategy a key driver of business growth and brand value. Since 2010, The Digital Consultancy (TDC) has tackled digital strategy and marketing challenges for BP, Castrol, GE Life Sciences, Merck, Pearson Education, Rolls-Royce and Warburtons, among others. Pure, unbiased strategic advice is core to TDC’s client proposition and provides the foundation for a solution set that spans comprehensive digital strategy, digital competency development, and digital engagement. The firm is headquartered in London with an office in New York. For more information, visit <http://thedigital-consultancy.com>.

To view this release on the TDC website, visit <http://thedigital-consultancy.com/digital-strategy>.

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