

Vodafone recruits Play.com's Adam Stewart

23 Oct 2013

Vodafone has appointed Play.com marketing director Adam Stewart into the role of group head of digital. Stewart is to start on 4th November and will take charge of the mobile brand's digital strategy across its global operations which span over 40 countries.

Stewart has been at Rakuten's Play.com in the role of marketing director since April 2011 and prior to this he has worked at Royal Bank of Scotland and at Marks & Spencer. Only weeks ago, Vodafone announced the appointment of Virgin Media digital entertainment director Cindy Rose as its new consumer director. It also rolled out a new global brand identity, its first since 2005.



The company is also preparing to sell its 45% stake in US-based Verizon, worth \$130bn, which will make it the third-biggest corporate deal in history.

Stewart has spoken publicly before about what he terms the "tangible resolve" between the high street and online commerce, in the context of many high street retailers proclaiming the death of the high street within the context of increasing online sales, globally.

"There is going to a tangible resolve in being able to look at and feel products and be able to interact with humans on a face to face basis," he said. "Our position is not about cannibalisation but about working with the high street to offer an additional proposition that works in collaboration with that tangible high street."

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