

A digital adventurer joins TLC Marketing's HQ team

Issued by [TLC Worldwide Africa](#) 15 Apr 2015

Dubai-based digital marketing pioneer Major Steadman returns to his homeland to join the TLC Marketing Global HQ in Marylebone, London.



Major Steadman

After 10 years of digital innovation in Dubai, working for the likes of Saatchi & Saatchi and Tribal Worldwide, Steadman has handpicked an exciting opportunity within TLC Marketing.

He will be responsible for leading digital transformation within the business and executing best-in-class work for TLC's global clients.

"It's hard not to notice that the world is changing fast and that the companies that thrive have built or rebuilt themselves for modern age. TLC embraces this change-culture and I'm really excited about joining and leading the digital charge..." - Major Steadman.

Nick True, chairman, commented on their latest hire: "TLC Marketing's really excited to welcome Major to the team. 99% of our campaigns have a level of digital activation - we're delighted to have Major lead our clients' digital innovation, development and delivery."

TLC Marketing is the world's leading added-value agency. TLC has over 20 years' experience in delivering successful campaigns ranging from loyalty platforms to consumer incentives by using intelligence from 13 international offices as part of the TLC Marketing Worldwide Group.

▪ **Nurturing talent and celebrating growth: Zondi and Fiata's inspiring journeys at TLC** 22 Oct 2024

▪ **TLC Worldwide Africa gives back to 3 children's homes this September** 26 Sep 2024

▪ **TLC Worldwide shortlisted for 6 awards in the International Loyalty Awards** 3 Apr 2024

▪ **Bd-capital partners with TLC Worldwide, the world's largest marketing and loyalty rewards platform** 14 Feb 2024

▪ **Extraordinary kids, extraordinary experiences** 7 Nov 2023

[TLC Worldwide Africa](#)



TLC Worldwide is a global leader in customer engagement, loyalty, and reward solutions. We help the world's most ambitious brands drive sales, increase engagement, and build lasting customer connections through personalised, experience-led programmes.

[Profile](#) | [News](#) | [Contact](#) | [RSS Feed](#)