

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 the 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.

▪ **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

▪ **The transformative journey of TLC Worldwide Africa: From marketing agency to martech powerhouse** 16 Aug 2023

▪ **TLC Worldwide Africa launches Cosmos - The revolutionary consumer rewards and insights platform** 7 Jun 2023

[TLC Worldwide Africa](#)



TLC Worldwide Africa is a global MarTech solution that rewards consumer behaviour with experiences. For 30 years, we've been connecting people with experiences that match their passions. The uniqueness of our business model is doing this for a fraction of the cost, making it commercially viable for brands to offer free experiences to their consumers as a reward for sales, engagement, and retention.

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

For more, visit: <https://www.bizcommunity.com>