

DIPLOMA IN ECOMMERCE MANAGEMENT

'Ecommerce Insights'

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Ecommerce Manager At Arnotts

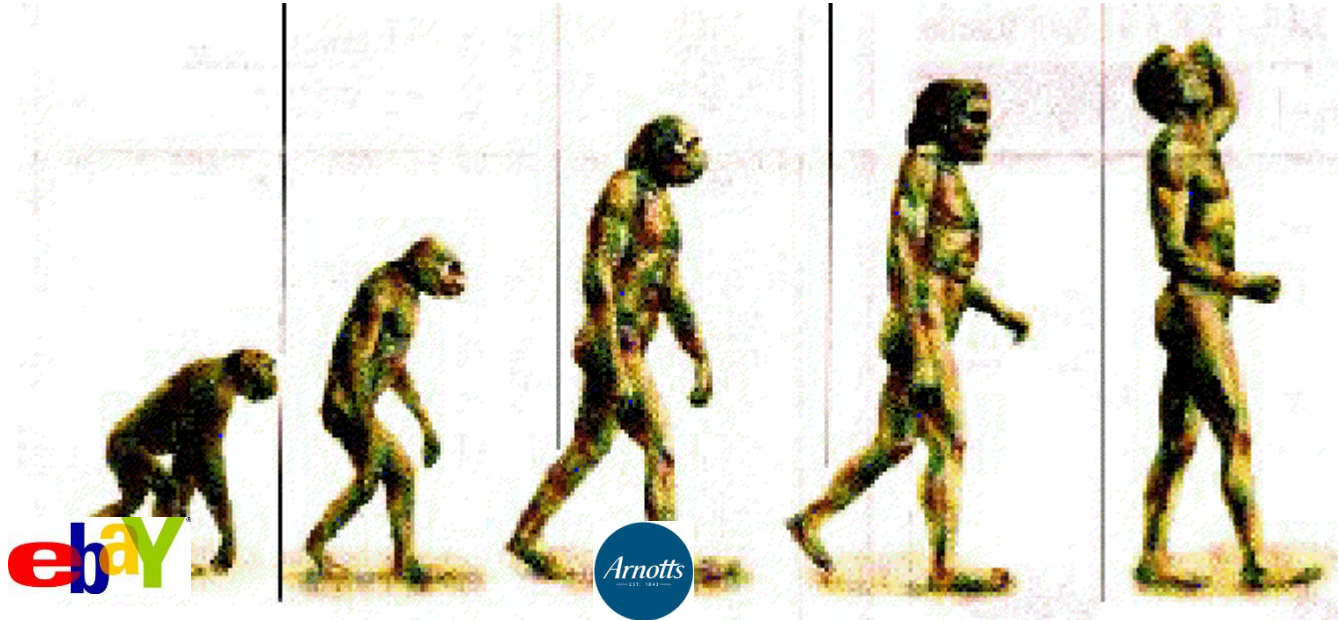
Wednesday 4th July



IRISH TIMES TRAINING



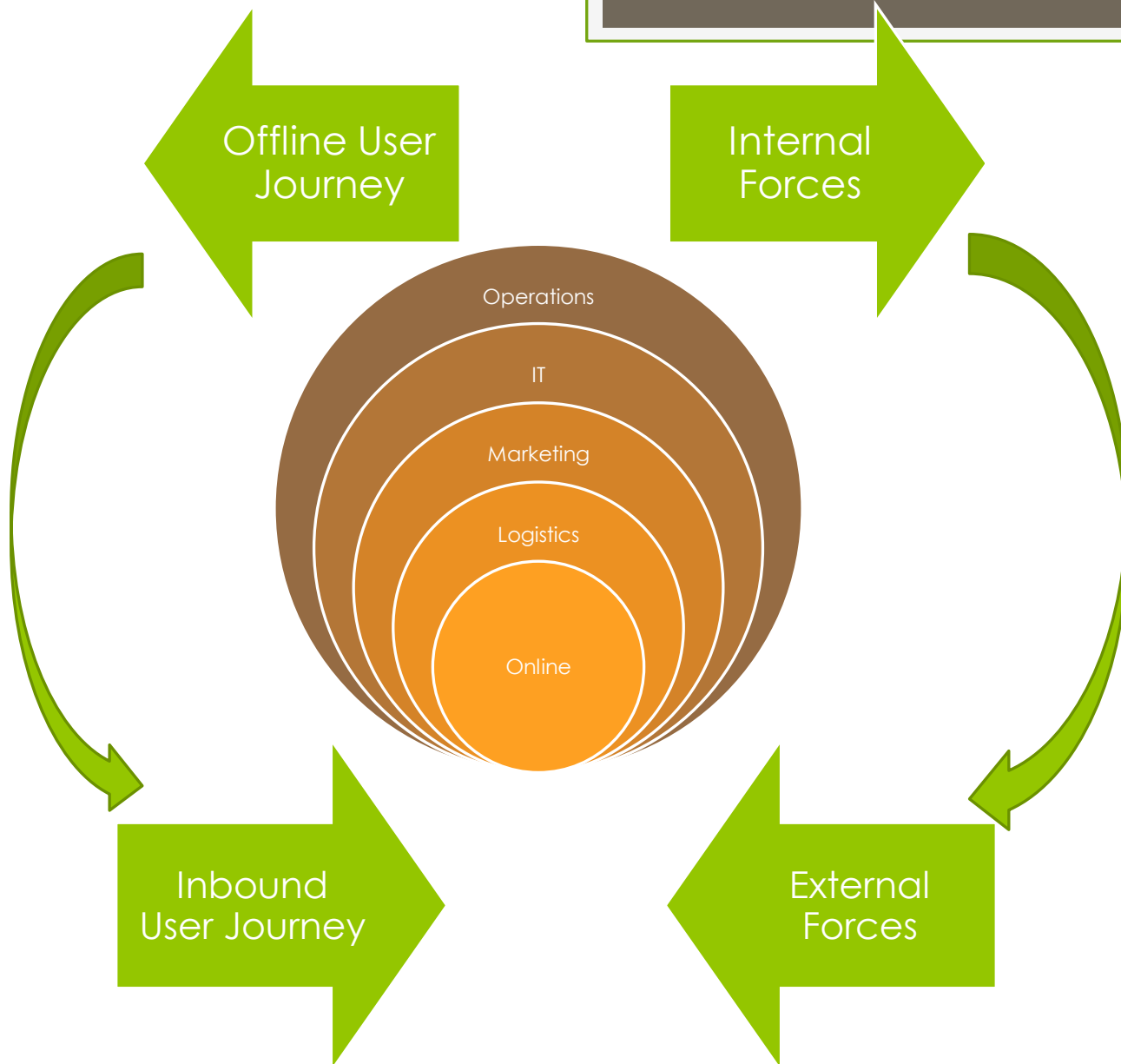
The evolution of me.



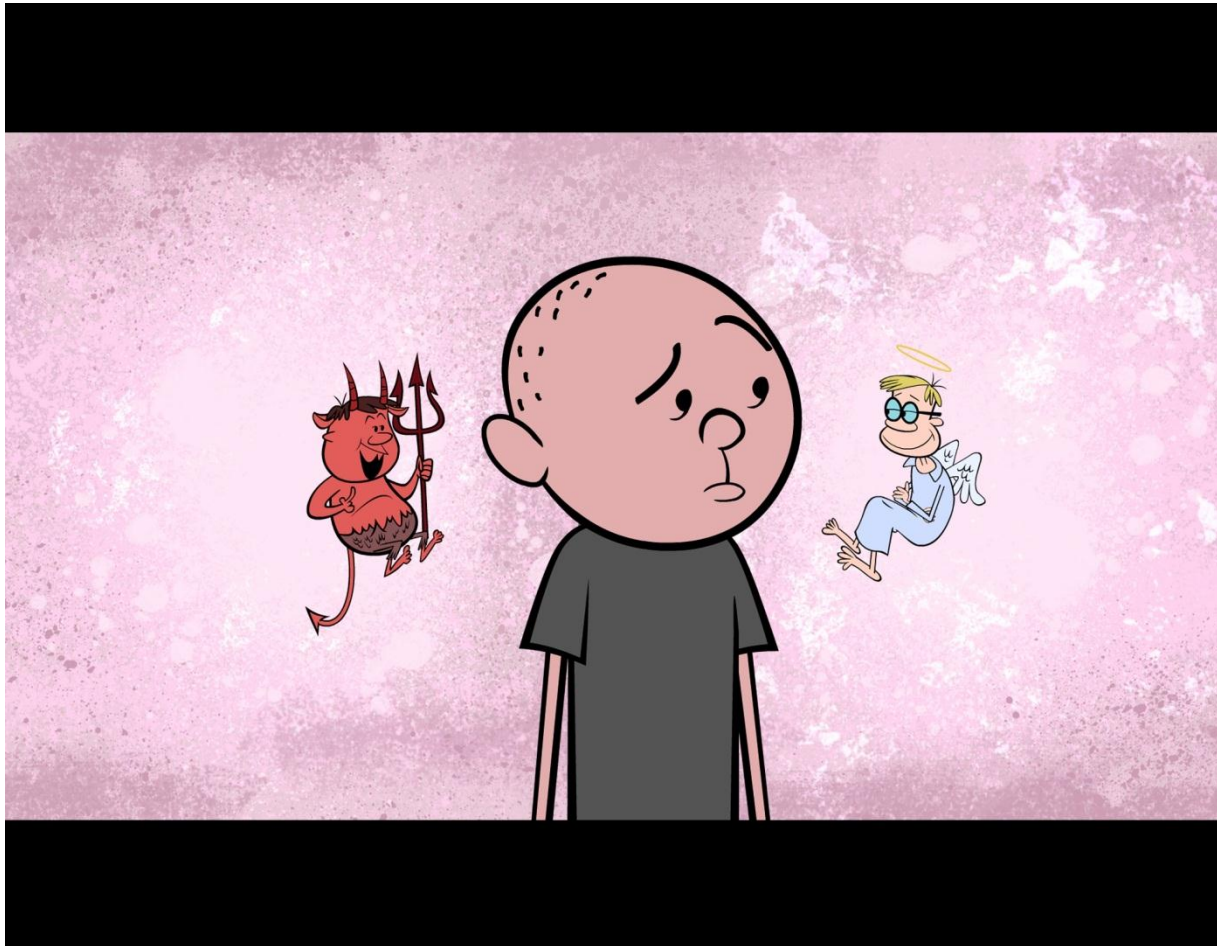
What is eCommerce ?



The Role of eCommerce ?



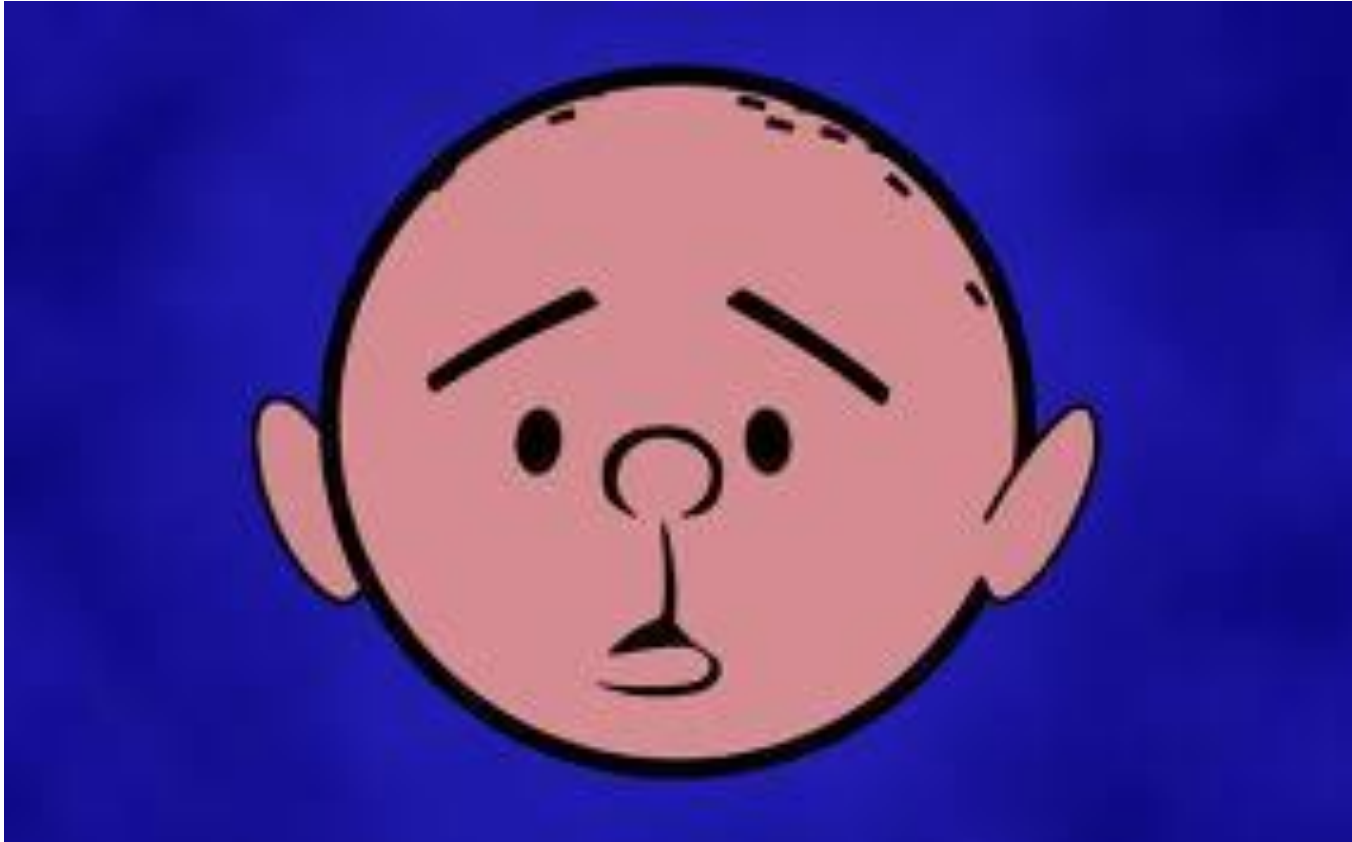
Strategic versus Tactical Decision Making



Focus on what you can control?



Obsession with data?



Planning for scale



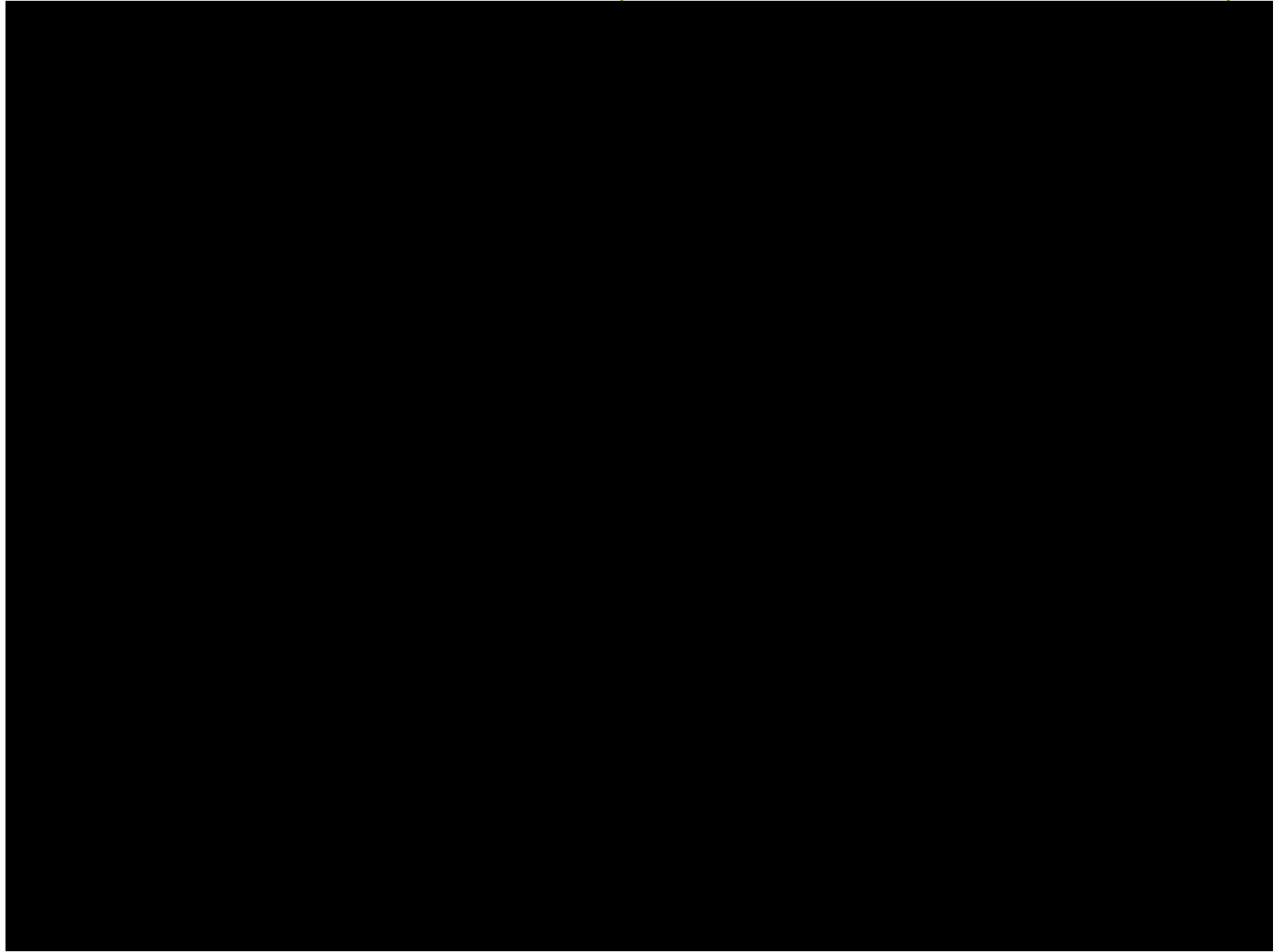
Monkeys in Space?!

**Prove the
concept....**



**Continually,
get the right
results, then
you can do
it again,
only bigger.**

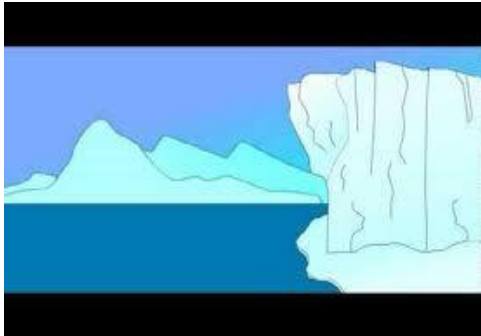
A look ahead



Slow Uptake in the Irish Market



Finite Size of Irish Market



A need to redefine “roles in the industry”.



Sleep with one eye on mobile



Thank you

Q&A