

# A digital adventurer joins TLC Marketing's HQ team

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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.

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