

Amblique Announces Appointment of New CEO and Leadership Team

Digital commerce agency Amblique are announcing the restructure of their leadership team to future-proof and solidify their position in the market as a leading digital commerce agency.

Stephanie Byrne, the current Chief Client Officer will step into the role of CEO as Jason Byrne moves to an advisory role capacity for the business. Current Head of Growth of Optimisation, Shirley Green will step into the Chief Client Officer role effective immediately.

Current CEO, Jason Byrne said the appointment of the new leadership team was necessary to remain relevant and competitive in the current provider landscape. "While we have always been dedicated to delivering high quality project rollouts, on time and on budget, doing so has presented some challenges, largely stemming from our focus on rigidity and process to deliver. But times change and what was once important is less so, delivering is still at our core but our learnings from the Client Services Team over the past 12 months tells us this can still be achieved while adopting a more agile and flexible approach", said Byrne

"Since Stephanie started with Amblique over 7 years ago, she has proven time and again that the customer and their business are her sole focus, shaping her team and services based on customer feedback and needs"

"I am excited to step into the role of CEO to safeguard and develop the vision of Amblique, while ensuring that it grows sustainably for years to come." said Stephanie Byrne "The appointment of a new leadership team means that we are able to evolve the business to better serve our current and future clients in an industry that is ever-changing."

In addition, John BouAntoun will be stepping down from his role as Chief Technology Officer in July 2018 with the current Head of Development and Practice, Sasa Ilic appointed to take his place.

Group CEO of eCargo, Eva Zhang echoed Byrne's comments. "At eCargo, we are excited to see the improvements that will stem from the new leadership team being empowered to extend the changes they have already started in the business."

For further information please contact Kate Maszluch on (02) 8272 3800

About Amblique Amblique is a digital commerce consultancy providing retail strategy, ecommerce platform implementation and optimisation services. We work with retailers and brand owners to deliver a consistent and engaging brand experience across all channels enabling your customers to shop where they want, when they want.

Established in 1999 and part of eCargo (ASX:ECG), Amblique has the benefit of experience. Our team of digital commerce professionals have delivered global solutions for clients including Super Retail Group, SurfStitch, Michael Hill International & The Warehouse Group.

Consistently outperforming market growth rates by 3X, Amblique Clients SELL MORE.

www.amblique.com

About eCargoECG is a China-based eCommerce technology and specialist execution group of companies, with operating companies in China and Australia trading under the eCargo and Amblique brands, providing on-demand digital commerce technology development and related execution capabilities for retailers and fashion brands. eCargo acts as a "one-stop" enabling partner for retailers seeking to sell their products online by providing integrated online and offline technology and supply chain solutions. Our services are designed to support rapid, risk free entry to international markets, creating value and growth. www.ecargo.com

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