

Project Shakespeare Update

A message from Toby Russell

During 2020 we made significant progress on the development and rollout of the B2B project, affectionately titled Project Shakespeare (think 'B2B or not to be, that is the question'). The new website was built throughout the year and launched in November in the UK market with 150 customers onboarded and monthly sales now reaching £50K PCM.

Gail and I are sponsors of the project, and its continued rollout is one of the primary GLT objectives for 2021. To support this, I am delighted to announce that Stuart Jell (Finance Director, UK, International & Northern Europe) has agreed to join the project as Program Director. In addition to his existing responsibilities, Stuart's role is to steer effective roll out across markets and maximise the value that this tool delivers to the business.

Initial priorities for Stuart include:

- Support the team with the release of the next market, Italy
- Review the project plans and align with Commercial Directors on rollout timelines
- Develop a set of KPI's to measure and optimise the platform's value for our customer and Colart.

