

Leading Through Digital Disruption

A rose by any other name would smell as sweet, wrote Shakespeare in his play Romeo and Juliet.

Thankfully the Colart family behaves with none of the conflicts seen between the Montagues and the Capulets. In this situation, the significance of a name is not a dark image carried through from the past rather a vision of what our future can become.

We refer to the **Chief Digital Development and Disruption Officer** or CDDDO. Toby Russell's new "name" or job title has evolved because of a union of families rather than a conflict between the two. We can see this through the recently announced reorganisation of the Technology and Digital teams. Read the article about it [here](#).

The video below provides an in-depth discussion with Toby where he shares his vision and breaks it down into three core areas using "the 3D's" in his job title. *Click the image below to view the video.*



Toby talks about his new role as Chief Digital Development and Disruption Officer

Be sure to attend the town hall meeting on **Friday 4th February** where guests Toby Russell and Gail Pasquier demystify our **digital democratization** journey.