

BestAtDigital welcomes Stuart Chadwick as it looks to expand

Friday 16 July, 2021

Brighton, UK – 16 July 2021– Award-winning digital experience agency BestAtDigital (BAD) is delighted to welcome Stuart Chadwick to its Commercial Team as part of its ambitious expansion plans.

Working closely with CEO and Founder Andrea Day, his remit will be to help expand sales capability among BAD's Account Managers and Biz Dev Managers, along with helping to grow the agency's already impressive client portfolio.

Stuart Chadwick said: "I'm really happy to be joining BAD at a pivotal time in its journey and to work for a company that, like me, is passionate about design and digital solutions."

"Throughout my career I've sought to solve problems through a combination of my skills in design, learning and technology. I'm really drawn to BAD's use of behavioural science methodologies, which underpin its solutions in order, to effect real change for its clients."

"It's an exciting time for BAD and I look forward to bringing my experience in design, sales and leadership to support the team help our clients to be successful and see BAD continue to be *Best At Digital*."

Stuart brings a wealth of amazing design and digital expertise to BAD via a 20+ year career in learning technology, since first developing early e-learning solutions as a Lecturer in Product Design at Wolverhampton University and Research Officer at Brighton University. Following this, he has designed and led award winning e-learning, LMS and other digital projects, working for Epic (now Leo Learning) and then Kineo. Here he headed up the sales team as Head of Global Solutions, before becoming Managing Director for Kineo EMEA. His client experience covers such global brands as McDonald's, Sony, Samsung, Nikon, British Airways, Tesco, TUI, IKEA, the BBC, MOD, NHS, NSPCC and many more.

CEO and Founder Andrea Day said: "We have big plans for BAD and were looking for someone passionate about design, experienced in consulting and excited about the journey we are on to positively impact people's lives. Stuart is all of that and more and I'm brimming that he's decided to come on board."

About BestAtDigital

BestatDigital (BAD) Ltd. combines the best in digital design with behavioural science to deliver digital solutions that drive organisational behavioural change. BAD is an independent agency that produces large-scale, global programmes for enterprise clients, often reaching hundreds of thousands of learners across the world in a variety of languages. We love to find new approaches that make the most of great user experience design and digital technology to give employees a truly useful and memorable experience. We exist to help organizations have a positive impact in society by enabling their teams to be the best they can be.

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Scan Me:



Company Contact:

[BestAtDigital](#)

T. +447899982892

E. andrea@bestatdigital.com

W. <https://bestatdigital.com>

Additional Contact(s):

Stuart Chadwick

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