

## ETCH APPOINTS HIGHLY EXPERIENCED MANAGING PARTNER TO FURTHER STRENGTHEN ITS POSITION AS A LEADING DIGITAL CONSULTANCY

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Etch, a renowned digital customer experience consultancy, is thrilled to announce the appointment of Darren Gerry as its new Managing Partner. With an impressive career spanning over 30 years, Darren brings a wealth of experience and expertise in helping brands stay digitally relevant and gain a competitive edge. His addition to the Etch team enhances the consultancy's consulting offering, enabling clients to strategically leverage design and technology for continuous improvement in customer experience.

In today's digital landscape, delivering exceptional customer experiences is paramount, and Etch has solidified its position as a leader in transforming customer experiences through design-led innovation and technology solutions, resulting in substantial business impact. With the arrival of Darren Gerry as the new Managing Partner, Etch is further strengthening its team to drive continued success and growth.

Darren joins Etch with an exceptional background that spans both management consultancy and digital agencies. His impressive track record in design and technology-led digital transformation, combined with his three decades of industry experience, positions him as a true leader in the field. This appointment is a testament to Etch's commitment to providing top-tier consulting and delivery services to their esteemed clientele.

Shelly Frame, Managing Director at Etch, remarked, "We are delighted to welcome Darren to the team. His outstanding track record speaks volumes, and we consider ourselves privileged to have someone of his caliber working alongside us. We are deeply committed to delivering the best solutions for our clients, and Darren's extensive experience in management consultancies, agencies, and tech-focused companies will prove invaluable as we take our business to new heights."

Etch continues to revolutionise the digital consultancy landscape, and with Darren Gerry now on board as a Managing Partner, the company is poised to achieve even greater success. To learn more about Etch and the comprehensive range of services they provide, please visit their official website at <https://www.etchuk.com/> or contact Shelly Frame at [shelly.frame@etchuk.com](mailto:shelly.frame@etchuk.com).

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