

Bertrand Bodson, Chief Digital and Marketing Officer at Sainsbury's Argos, Named U.K. Chief Digital Officer of the Year 2016 by CDO Club



NEWS PROVIDED BY
[CDO Club](#) →
08:30 ET

SHARE THIS ARTICLE



NEW YORK and LONDON, April 24, 2017 /PRNewswire/ -- Bertrand Bodson, Chief Digital and Marketing Officer at Sainsbury's Argos, was today recognized as "U.K. Chief Digital Officer of the Year 2016" by the [CDO Club](#), the world's largest community of C-suite digital and data leaders with 5,000 registered members.

Mr. Bodson has played a pivotal role in guiding the U.K. retailer's digital transformation from a four-decade old catalogue business with around 800 physical stores into a multichannel online powerhouse with more than a billion visits online annually.

The online and mobile initiatives led by Mr. Bodson have helped Argos to become the first U.K. retailer to hit £1 billion in revenue via mobile. More than 50% of its business is now digital, including 30% from mobile channels, making Argos the third largest online retailer in the U.K., after Amazon and eBay.

During Argos's transformation journey, it has launched several market-leading customer propositions offering unrivalled choice, speed and convenience. Its Fast Track same-day delivery service uniquely offers four time slots per day across 95% of UK postcodes, while Fast Track Collection enables customers to pick-up product from any Argos store in as little as 60 seconds. In the next year, over a third of the Argos store real estate will be digitally-led as it continues to roll-out its new format which offers a whole new way to shop using interactive iPads for browsing and ordering.



Bertrand Bodson

Since Sainsbury's acquisition of former Argos owner Home Retail Group for £1.4 billion in September 2016, Mr. Bodson has led the digital transformation across the Sainsbury's Argos business, with responsibility for digital commercial and financial performance. He also runs the marketing, customer experience and publications teams.

Mr. Bodson was recently ranked as the #11 most influential e-tailer by Retail Week.

"Bertrand is highly entrepreneurial, intelligent, and technologically savvy with a strong strategic mindset and superior team leadership skills. He has completely re-imagined Argos's digital strategy, with a laser focus on market-winning propositions which truly deliver customer satisfaction. He has helped both large incumbents and fast-growth disruptors take full advantage of digital possibilities. It is my honour to name Bertrand as the U.K. Chief Digital Officer of the Year 2016," remarked David Mathison, CEO of the CDO Club and CDO Summit.

"It's fantastic to see the CDO Club recognize Argos's transformation into the third largest online retailer in the U.K. The journey has been very challenging at times, but it's hugely rewarding; I'm incredibly proud of how much Argos now thinks and behaves, moving at an incredible pace and being brave to try new things to do an even better job for our customers," said Mr. Bodson.

"This entrepreneurial spirit, combined with the scale of Sainsbury's, where we benefit from a combined 2,000 stores and 26 million weekly customers, offers Argos a unique opportunity to keep building a smarter and more convenient way to shop."

Prior to joining Home Retail Group, Mr. Bodson was Executive Vice President of the Global Digital Business at EMI Music from 2010-2013, where he led their digital transformation. From 2006-2010 he was co-founder and CEO at Bragster.com, one of the largest VC-backed social media platforms, which was acquired by Guinness World Records.

Previously, he was Senior Group Product Manager at Amazon in Seattle, Washington, and a Senior Consultant at Boston Consulting Group.

Mr. Bodson is Non Executive Director of Electrocomponents PLC, a FTSE 250 company, where he is a member of the Audit, Nomination, and Remuneration Committees.

Mr. Bodson received his MBA from the Harvard Business School in 2003, where he was a Baker Scholar.

The CDO Club has given the annual CDO of the Year award to leading Chief Digital Officers and Chief Data Officers in four regions – the US, UK, EU, and ANZ. Previous U.K. CDO of the Year award winners include Tanya Cordrey, former Chief Digital Officer at Guardian News and Media (2015); and Mike Bracken, former Chief Digital Officer at U.K.'s Government Digital Service (2014).

About the CDO Club

The CDO Club is the world's largest community of C-suite digital and data leaders. Its 5,000+ registered members receive access to breaking news, original research, career development support, and networking opportunities. For more information, visit: <http://CDOClub.com>.

About the CDO Summit

The CDO Summit addresses the challenges and opportunities arising from big data, the cloud, digital disruption, and social and mobile media. CDO Summit gatherings include the very best digital and data strategists and practitioners on Earth, speaking in intimate, collegial, and supportive environments designed to encourage networking, learning, and knowledge-sharing.

The next CDO Summits are in [NYC in May 2017](#), [Washington DC in June 2017](#), and [London England in September 2017](#). For more information, visit CDOSummit.com.

Media Contact:

Michelle Oster
Communications Manager
CDO Club
Email: 156163@email4pr.com
Tel +1 516 488-1143 x. 7

SOURCE CDO Club

Related Links

<http://cdoclub.com>