

Conde Nast bets on digital transformation under new chief digital officer

June 29, 2017



Cond Nast Britain is continuing its investment in digital. Image credit: Cond Nast Britain

By STAFF REPORTS

Magazine publisher Conde Nast Britain is increasing emphasis on its online properties with the appointment of a new chief digital officer.

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Conde Nast Britain has announced that Simon Gresham Jones will begin as chief digital officer on Sept. 4, and will report to incoming managing director Albert Read. Mr. Gresham Jones' nearly 20 years of experience in digital marketing at household name brands will serve to Conde Nast Britain and its publications' benefit.

Growing intersection of luxury and digital

In addition to reporting to Mr. Read, Mr. Gresham Jones will Wolfgang Blau, current chief digital officer and incoming president of Conde Nast International.

"I'm looking forward to working with this legendary portfolio of media brands, setting digital strategy across all of Conde Nast Britain's businesses and developing new initiatives," Mr. Gresham Jones said in a statement. Conde Nast defines the luxury media space – it will be a privilege to work with the teams creating these exceptional experiences for consumers and advertisers.

Mr. Gresham Jones has worked for global entertainment and lifestyle brands including Microsoft's Xbox, Disney, BBC and Universal Music. In addition, Mr. Gresham Jones held the role of global vice president digital marketing at British fashion house Burberry.



Simon Gresham Jones' prior experience includes Disney, BBC and Burberry. Image courtesy of Conde Nast Britain

During his time at the brand, Burberry earned New York University think tank L2's coveted number 1 "Genius" positions four times in their Digital IQ Index ([see story](#)).

"Mr. Gresham Jones has a proven track record of digital transformation, including with the FTSE 100 luxury brand Burberry where he was responsible for continuous digital advancement and was a member of Christopher Bailey's Strategic Innovation Council," Mr. Read said in a statement for Conde Nast Britain.

"An expert at embedding digital thinking, building brand affinity and revenue through content, partnerships and product, he will ensure Conde Nast's unique authority at the intersection of luxury and digital continues to grow," he said.

"Technology lies at the heart of our evolution and Mr. Gresham Jones will be instrumental in driving this change."

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