



# MARCUS EAST

## Former Apple eCommerce Executive & Digital Expert

Marcus East is a technology director with over 20 years experience of working with major brands to drive transformations and electronic commerce. He recently worked in Silicon Valley for Apple, where he led eCommerce solutions delivery for their worldwide on-line business, and also drove the adoption of Agile software delivery

He recently returned to the UK at the beginning of 2016 to join Marks and Spencer, where he is the director responsible for driving the company's digital transformation.

East is an expert in Agile transformations, with real experience of driving the adoption of Agile in major organisations like Comic Relief and Apple, and is one of a small number of people certified as an expert in the Scaled Agile Framework (SAFe) and with actual hands-on experience of implementing Agile at scale.

In addition to his expertise in delivering value for commercial organisations, he also has a passion for the use of technology to drive positive social change, and spent two years building and leading Comic Relief's technology function, during which time he drove the delivery of award-winning technology and digital products, including the record-setting donations platform that supports Red Nose Day.

He is also heavily involved in 'Social Tech', and was a director and trustee of Nominet Trust, and has sat on the board of several charities and social enterprises and actively seeks to help charities and social tech organisations to embrace the digital age.

Having lived and worked in the UK, Asia and America, he has a truly international perspective on the challenges facing organisations and societies today, and how technology affects them - he has strong views on social exclusion, diversity in technology, managing technology talent and how large corporations should react to the challenges and opportunities that the advent of the digital age brings.