

Good Growth adds top talent to their team



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ADDS TOP TALENT
TO THEIR TEAM**



**Tori-Hermione
Baker**

Senior Consultant, **Good Growth**

Global e-commerce consultancy Good Growth has appointed Tori-Hermione Baker to their client success team as a Senior Consultant. Baker joins Good Growth at a time of growth for the global consultancy and will be responsible for maximising and leading the delivery for key client accounts, defining and responding to their commercial challenges.

Baker brings a wealth of experience from a hugely diverse 20-year career covering all aspects of digital across strategy, product, marketing, technology and data. Her career has seen her at the helm of digital agencies such as Steak, Fetch, WPP's Joule, and WPP's tenthavenue, working with an impressive client roster that spans Unilever, Expedia, eBay, John Lewis, Debenhams, British Gas and Vodafone.

Prior to completing her Master's degree, Baker was the Director of Digital Transformation for UK Parliament responsible for the digitalisation of the Parliamentary Digital Service and the delivery of the digital strategy for the House of Commons and Lords.

When asked how she felt joining Good Growth, Tori said...

“ I am ecstatic. I was blown away with their scientific approach to data, innovation, and commercial strategy for their clients. I am delighted to become a part of their global team and incredibly excited about helping Good Growth's clients to adopt, build and provide substantial growth using the digital channel. ”

Commenting on their latest hire, Good Growth's Chairman, Professor Chris Bones, said "Tori is a fantastic addition to our client success team. Her expertise in e-commerce, mobile and wider digital strategy meets a growing need across our clients to maximise the value created from their investments in technology, marketing and people in increasingly challenging times."

Good Growth lead insight and analytics for a growing roster of clients that include Kraft Heinz, Reckitt Benckiser, boohoo, WHSmith, Pets at Home, ITV, Channel 4, QVC and PUMA.