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Advisory council role for lecturer

A Paisley academic has been appointed as a member of the Digital Marketing Institute's Industry Advisory Council.

UWS says the role will see Theo Tzanidis, who is based in the School of Business and Enterprise, make a key contribution to the council, which aims to strengthen the marketing and sales professions through the creation of globally applied digital skills standards and certifications.

Council reps, which include Google, Facebook, LinkedIn, IBM and Omnicom, meet twice a year to decide on and publish digital skills standards.

The council reviews and validates the institute's learning content, ensuring its certifications match the needs of industry and boost the employability of graduates.

Commenting on his appointment Theo



Honoured Theo Tzanidis

Tzanidis said: "I am delighted to have been appointed to this role.

"As the leading certification body in digital marketing, the Institute's programmes are taught in more than 100 countries across the world and it's a huge honour to be joining its industry advisory council."

Mr Tzanidis will now be able to influence the digital skills remit of tomorrow's marketing and sales professionals, network.

For more information on the Digital Marketing Institute visit <https://digitalmarketinginstitute.com/>