



James Byrne of Glanbia Ireland becomes Vice-Chairperson of Retail Excellence eCommerce Committee

Retail Excellence is delighted to announce the appointment of James Byrne of Glanbia Ireland to the position of Vice-Chairperson of the Retail Excellence eCommerce committee.

The Retail Excellence eCommerce Committee leads the way in eCommerce training, standards and strategic planning for retailers with an omni-channel operation in Ireland. They maintain a number of partnerships with eCommerce Europe as well as some of the largest tech companies in the world. Retail Excellence collate monthly data from online sales, promote the European Trustmark and assist businesses in understanding and complying with regulatory issues like GDPR.

David Campbell, eCommerce Manager with Retail Excellence said “I am delighted to see James Byrne appointed Vice-Chairperson of the Retail Excellence eCommerce Committee. James has been a member of our Committee for a number of years and brings his vast experience, individual skillset, wealth of ability as Marketing Manager within the Retail and eCommerce divisions of Glanbia Agri Business.

“The eCommerce Committee assists us as an organisation in highlighting the importance of eCommerce amongst retailers, promoting best practice through our learning and events and fighting for greater supports to get retailers online. We are always grateful to the Members for their insights and solutions to emerging problems within this sector which helps us frame policy and drive the agenda where it matters.”

Commenting on his appointment, James Byrne said “I am delighted to become Vice-Chairperson of the Retail Excellence eCommerce Committee and I’m looking forward to working with our Chair Kieran O’Brien of Compu b and the rest of the Committee on behalf of our Members. It is essential that we offer consumers a strong and vibrant online offering from Irish retailers so we can compete effectively with the best from abroad.

“We know we are stronger together and over the last number of years we have delivered for our Members innovative initiatives like the Google Incubation programme, the eCommerce Trustmark and the eCommerce Awards. Our Members continue to share with each other their own experiences and knowledge through our events, workshops and networking. We have exciting times ahead as we build on these programmes”. James Byrne concluded.