



# THE DIGITAL GROWTH PARTNER YOU NEED



JOIN MY ECOMMERCE CLUB

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# THE FRUSTRATION

The COVID-19 pandemic has accelerated the adoption of digital technology worldwide, and Caribbean businesses are increasingly in need of technical assistance for digitalization and market diversification to survive and thrive in this new environment.

According to IDB, Caribbean MSMEs encounter numerous barriers in adopting new digital strategies. These challenges include

- Limited ability to identify productive digital technology opportunities, assess risks, and allocate resources effectively;
- Insufficient human capital with advanced digital skills for designing and deploying technologies and basic digital skills for technology adoption;
- Information asymmetry, where firms lack knowledge about available technologies and service providers that can enhance productivity and competitiveness;
- Restricted access to finance and investment uncertainties for new digital technologies;
- An underdeveloped ICT sector with limited local services



## WHAT I DO?

I help companies and brands to streamline their digital business processes to drive sustainable growth.



## HOW I DO IT?

I create digital business ecosystems that enable companies to sell their products to customers wherever they are.



# MY AREAS OF EXPERTISE

**DIGITAL  
BUSINESS  
STRATEGY**

**DIGITAL SELLING  
SYSTEMS &  
OPERATIONS**

**WEB &  
E-COMMERCE  
SYSTEMS**

**PAYMENT  
GATEWAYS**

**PROMOTIONAL  
CAMPAIGNS &  
AUTOMATIONS**

**DIGITALIZATION  
PROCESSES  
& POLICIES**

# MY BUSINESS PROFILE



Award winning executive with 15 years of experience driving digital transformation and growth for top-tier companies and government agencies across the Caribbean, North America, and Europe. Over the last 15 years, Leighton has conducted over **1,000** client consultations; managed over **300** implementations; impacted over **200** brands; and sold over **30 million** digital products. He is an expert in developing and executing go-to-market strategies, optimizing digital ecosystems, and leading cross-functional teams to deliver tailored solutions that enhance client acquisition and retention.

Leighton Campbell is the holder of a B.Sc in Computer Science from the University of the West Indies and has built a solid reputation as an ecommerce innovator, consultant & trainer. He has delivered digital transformation consultation and training to over 2000 professionals, impacting teams from prominent organizations including Grace Kennedy, Jamaica Business Development Corporation, Startup Canada, Caribbean Export Development Agency, Cayman Islands Centre for Business Development, Heart NSTA and Kingston Creative.

In 2018, the Jamaica Business Development Corporation awarded Leighton for being the most improved and best team player of his Cohort of their Accelerator Program. He was later awarded the prestigious title of J.B.D.C. Boss Man of the year 2019.

Today, Leighton is a thought leader on ecommerce and digital business in the Caribbean. He currently sits on the steering committee for the Digital Transitioning Programme, funded by the European Union, where his role is to influence policy on how this programme digitally transforms the way how organizations conduct business.



## WHY CHOOSE ME?

### 30+ MILLIONS PRODUCTS SOLD

I have developed strategies that are tried, tested and proven to deliver results!

### 150 + TEAMS IMPACTED

I've worked with many business teams to deliver innovative solutions within budget & ontime.

### 10 YEARS+ EXPERIENCE

I have spent the last 10 years providing digital transformation solutions to companies large and small.

# MY WORK SPANS MANY INDUSTRIES





# MARKETS SERVED



 Training

 Projects



# LEIGHTON CAMPBELL *in the Media*



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# I ACCELERATE DIGITAL BUSINESS GROWTH

## Strategy

- Digital Audit
- Strategy Formation
- Manage Strategy Execution, from concept to operations.

## Leadership

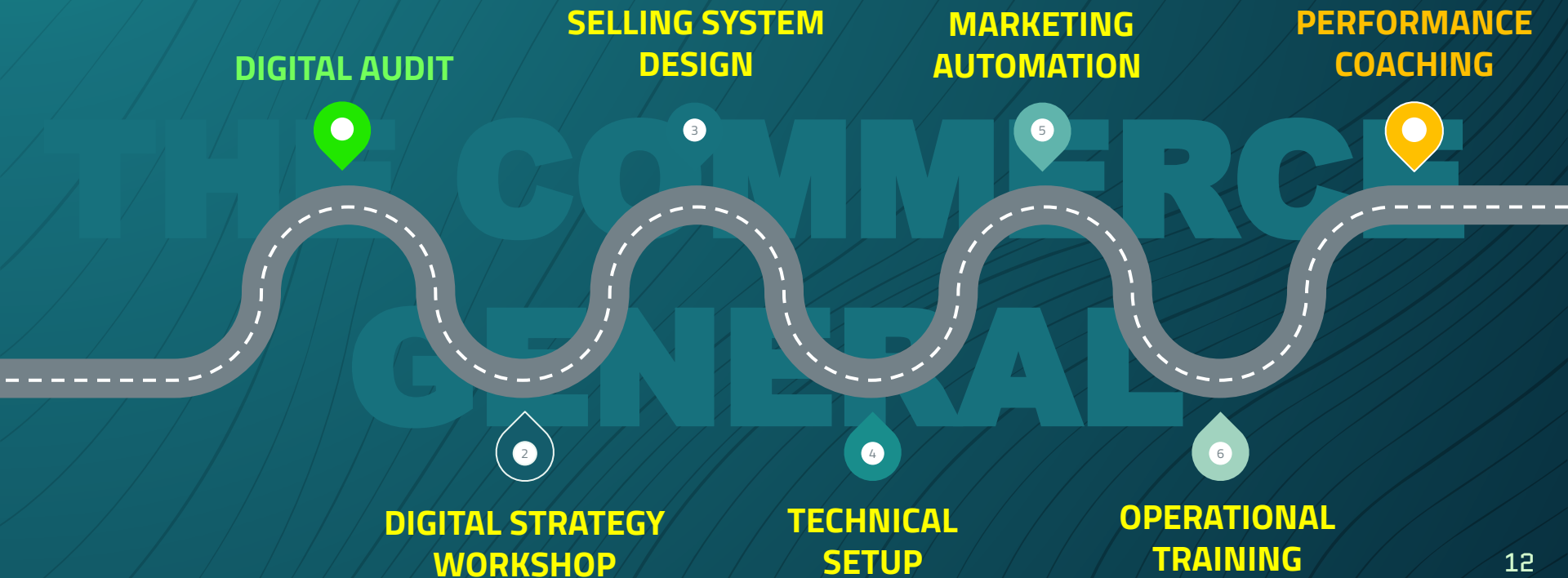
- Budget & Process Management
- Management Reports & Presentations
- Strategic Decision Making

## Execution

- Align Execution Process
- Team Meetings
- Daily Phone, WhatsApp and Email Support



# I HAVE A CLEAR DIGITAL TRANSFORMATION PROCESS



# I DELIVER TAILORED WORKSHOPS

## DIGITAL BUSINESS TRAINING FOR YOUR COMPANY

I will bring participants through a training experience that will empower them to execute digitally stronger. The training will address:

- Digital Strategy
- Digitization Processes & Policies
- Execution Journey










These are some organizations for which, I have delivered digital transformation trainings.



# I OFFER PERSONALIZED DIGITAL STRATEGIES



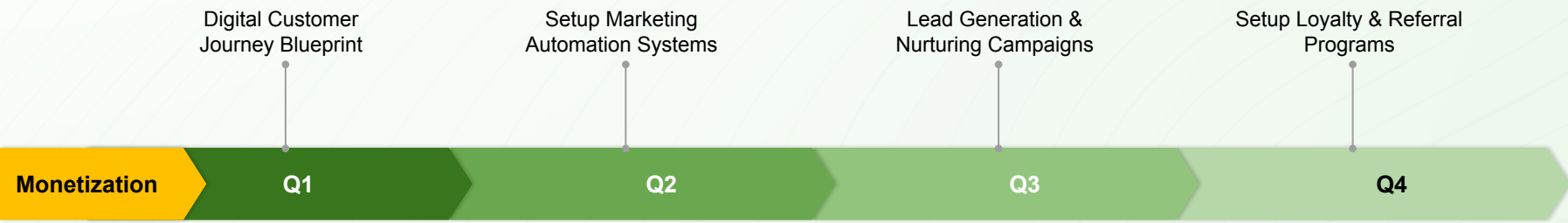
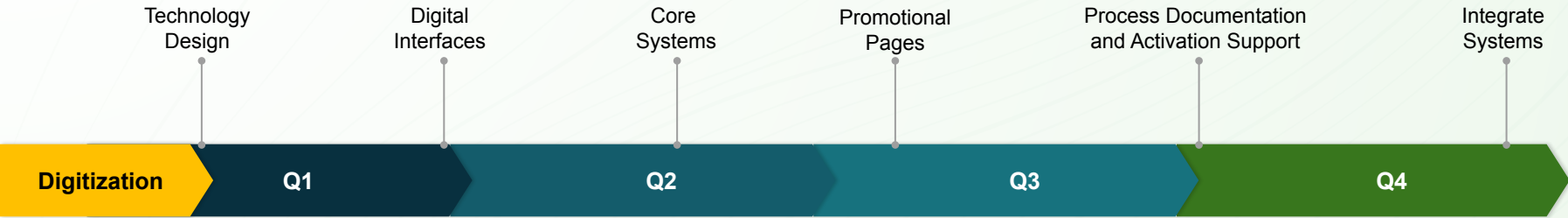
I develop ecommerce business models that maximize revenue streams. Below is the business model canvas used to map out the most important elements of any digital business.

<b>Distribution Strategy</b> 6.  Sales Reps?  Partnerships  Resellers?  Affiliate Programs?  Drop Shipping?  White Labelling?	<b>Key Sales Activities</b> 7.  Ongoing?  Seasonal?  Campaigns?	<b>Value Proposition</b> 1.   <b>Value Drivers (Why Buy)</b> Is a problem solved?  Price?  Value?  Convenience?	<b>Customer Relationships</b> 5.  Self Serve?  Personal Service?	<b>Customer Segments</b> 3.  Business Model  Who?  Where?  What?  When?
<b>Cost Structure</b> Banking, Infrastructure, Inventory, People, Promotion?	<b>Fulfilment</b> 8.  Delivery Options?  Downloads?  Virtual Delivery?			<b>Customer Touch Points</b> 4.  Where are they? Offline?  Online?
<b>Revenue Model</b> 9.  Product Sales, Membership, /Subscriptions, Bookings, Quotations?			<b>2.</b> 	



# I OFFER A STEP BY STEP EXECUTION JOURNEY

My digital transformation journey is undertaken in measurable phases.



## YOUR INVESTMENT

Engaging me as a Digital Business Partner for your company sees me taking a leadership role in how your company executes its digital strategy, with ownership of the outcome.

**Let's Discuss  
Pricing**



## YOUR RETURN

An improvement in how your business thinks and executes digitally. No longer are you guessing and spelling, but pursuing goals in a formulated and confident manner.

**A Better Approach, Measurable  
Results & Peace Of Mind**





# SERVICE LIST

Service List	Description	Costs Start At
Digital Business Audit	Produce a digital audit of how the brand shows up online, connect with customers, execute sales and build relationships.	US\$100
Digital Strategy Workshop	Train participants on how to develop and execute successful digital business development programmes.	Request Quote
Digital Sales Coaching	Provide strategic leadership and guidance over digital sales process(s) for a commercial season or year	Request Quote
Develop Custom Ecommerce Solution	Collaborate with corporate teams for a day to develop an integrated ecommerce solutions for their brands	Request Quote

## SOME COMPANIES I'VE IMPACTED



Precious Smile Family Dental Centre  
Dr. Levonne Taylor, D.D.S.



## INDUSTRY

BANKING & FINANCE

MANUFACTURING & DISTRIBUTION

MEDICAL

TOURISM, ENTERTAINMENT & FOOD

EDUCATION & TECHNOLOGY

AGENCIES & MEDIA

## SOLUTIONS

Application Hosting  
SMS Communication  
Email Automations  
Software Development  
**Website Development**  
Process Automation  
System Maintenance

Solution Design  
Web Hosting  
Software Development  
Website Development  
SMS Communication  
E-Commerce Solutions  
Payment Gateways  
System Maintenance

Web Hosting  
Software Development  
Website Development  
SMS Communication  
System Maintenance <sup>18</sup>