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## **Vine Digital appoints Ruth Chapman as Group Managing Director & Prepares for the Launch of a New Brand and Website**

Vine Digital is proud to announce Ruth Chapman as the new Group Managing Director. As an experienced digital marketer in the health and pharmaceutical space, Ruth succeeded Elmo Stoop and assumed responsibilities on 1 October 2022. This decision came as Elmo changed gears to focus exclusively on Vine Digital's strategic growth initiatives.

Backed by a board of trusted advisors, Ruth has ambitious growth plans for the company in the next five years. Ruth has extensive experience in marketing strategy, SEO and paid media: but digital is only part of her passion. As a positive and motivated leader, Ruth was well equipped to move into the Managing Director role - with an Honours degree in Business Science, and a position on the Marketing and Ethics Board at the Consumer Healthcare Products Association (CHPA).

*“Over the years, Ruth has grown tremendously,” said Elmo Stoop. “Ruth understands the business and industry intimately, and was earmarked as the natural choice: being such a well-respected member of the team.”*

Ruth has been a part of the business since 2017 when she joined as an Account Manager. Since then, Ruth has developed a deep understanding of the business and its inner workings—helping Vine Digital to grow from a start-up to a strong contender in the agency space. She has established herself as a trusted source of expertise for clients - becoming a key player in Vine Digital's success in the sector.





Vine Digital is all about strong female leadership, with women comprising more than half of the company's management team. Empowerment is essential to the continued expansion of the business—as staff members are encouraged to strive for their own career progression and personal best.

*“I’m very humbled by this appointment but I am also very excited,” said Ruth. “I have complete faith in this incredible team of specialists and experts, and I look forward to seeing what we can achieve together.”*

*“Ruth is a great example of how someone can progress within the business,” said Elmo. “I have no doubt Ruth will bring some fresh new ideas to the company and put her own stamp on things.”*

Vine's new regime change precedes another exciting change for the company. Ruth has spearheaded the implementation and launch of a new website and brand, signifying a new era for the award-winning digital marketing agency.





Ruth's dedication to the project has been truly remarkable. From conceptualising the design of the new website and brand, to seeing it through to launch - Ruth has worked tirelessly alongside the team throughout. She oversaw every aspect of the process, with her commitment to excellence and her passion for the project evident each step of the way. Ruth's drive and ambition have truly paid off, and the team at Vine Digital look forward to seeing her continue to bring success in her new role.

### **About Vine Digital:**

Vine Digital is a specialist digital marketing agency, providing strategies for clients in the health, pharmaceutical and FinTech industries. The company has recently been recognised with awards including:

- 2022 Winner | Advertising & Marketing – Medical & Pharma | Web Excellence Awards
- 2022 Winner | Advertising & Marketing – SEO | Web Excellence Awards
- 2022 Winner | Website - Construction | Web Excellence Awards
- 2022 Finalist | Distribution – Healthcare/Medical Publication | Content Marketing Awards

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