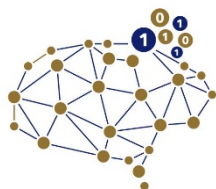


Press Release 20<sup>th</sup> April 2020

## Industry's Digital Skills Authority to Recruit Global Board from Tech Giants, Industry, Media and Academia.



**DIGITAL SKILLS**  
AUTHORITY.....



### **Global Standards for Industry Skilling and Qualifications to Ignite the World's Digital Economy**

The Digital Skills Authority, which was transformed in 2020 through a 12-year journey of developing and delivering public certification courses in digital business, commerce and marketing, to publishing e-learning programs and licensing, is now expanding and recruiting an international board of leaders from the Tech Giants, Industry, Media and Academia, as well as a secondary advisory board, and additions to its Examinations Council.

The Digital Skills Authority, founded and led by President / Chief Information Marketing Officer, Deborah Collier, publishes and issues certifications to leading organization's around the globe, helping them skill their workforce, increase and maximize sales, reduce costs and increase efficiency using the Internet. The Certificate in Online Business™ programs have helped individuals boost their careers in organizations internationally such as Procter & Gamble, Three, Huawei, Delta Airlines, Schneider Electric, L'Oréal, South African Post Office, Ernst & Young, Mars, Ministries of Education & Chambers of Commerce, Retailers and University employees, to name a selection.

The Digital Skills Authority champions and supports a number of positive initiatives such as Digital and Trading Ethics, Responsible Handling of User-Generated Content and the Prevention of Online Harms. Through its non-technical education, it brings digital to business, non-profit and government employees, as well as entrepreneurs and job seekers. It aims to help social and economic mobility, generate employment by supporting the Digital Economy, and ensure future-proof skilling, both through its current suite of certifications and future planned programs.

The recruitment which commences this week via the Internet, hopes to ensure a diverse and high-impacting board in place by the Autumn of 2020.

ENDS

### **Notes to the Editor:**

The Digital Skills Authority is an industry-respected organization which grew organically through the reputation of its practitioner and leader trainers, real world non-theoretical education and examinations, as well as the feedback testimonials from senior leaders and managers at blue-chip

organizations around the globe. A new web site, for a wider portfolio of certifications, and AI, Innovation and more is being constructed at [www.DigitalSkillsAuthority.org](http://www.DigitalSkillsAuthority.org)

Further information and news relating to its growing 'Certificate in Online Business' Leader, Manager, CXO and other practical certifications can be found at [www.COBCertified.com](http://www.COBCertified.com), as well as articles and insights of interest. For further information, interview or comment from Digital Skills Authority founder Deborah Collier M.Sc. FRSA, please contact [pressoffice@cobcertified.com](mailto:pressoffice@cobcertified.com) or call 01753 362 654 x101 For further background about DSA founder, please visit [www.deborahcollier.com](http://www.deborahcollier.com) and Twitter @deborahmcollier