“From executive, for executive”
About us
Delivering world class content

B2e Media Ltd is a dynamic digital media company differentiating the way B2B content is created, delivered and consumed. Focusing on the topics of disruption and transformation in the fields of technology and supply chain, our brands “The Interface” and “CPOstrategy”, aim to bring tangible experience and executive personal narrative to life.

From daily web content, monthly digital magazines, brochures, video content, social media and our weekly podcast - The Digital Insight, we’re disrupting content delivery for CIO’s, CTO’s and CPO’s from the worlds biggest industries, brands and companies. We are committed to creating a modern-day campfire, bringing together world class content, an un-shackled & smart creative mindset and a continuing investment into better delivery through technology, to inspire our audience.
The product
& Demographics

The GO TO source for Chief Procurement Officers and Supply Chain Leaders, discussing the latest transformation stories and the exponential improvements to supply chain performances, through converging efforts between people, partners, technology and process/strategy.

Our Supply Chain and Procurement showcase series, gives light to core topics such as Procurement transformation, supply chain digitisation, contract management, supplier relationship management/vendor management strategies and beyond.

EXECUTIVE DEMOGRAPHIC
- Chief Procurement Officer (CPO)
- Chief Supply Chain Officer (CSCO)
- Procurement Director
- VP of Supply Chain

REVENUE DEMOGRAPHIC
- $1bn+
- $500mn – $1bn
- $250mn – $500mn
- $150mn – $250mn

EMPLOYEE DEMOGRAPHIC
- 5000+
- 1000 – 5000
- 500 – 1000
- 250 – 500
‘The Interface targets right to the heart of Technology Decision Makers across every sector’

In today’s modern ever-changing world of enterprise, transformation is afoot. Technology has become today’s catalyst for disruption and business change.

Through Digitalisation, Artificial Intelligence & Machine Learning, Blockchain, Smart Technology or the use of Big Data & Analytics, technology is driving home dramatic and evolutionary transformation across every facet of Industry.

Aimed squarely at the beating heart of technology leadership, The Interface encapsulates this by delivering inspirational and engaging content, encouraging CIO’s, CTO’s and alike, to NETWORK, SHARE, LEARN, BENCHMARK & COLLABORATE.
PODCASTS HAVE BECOME a huge part of the way we consume our content and audible content is continuing to grow at a significant rate, especially across the B2B arena.

“The Digital Insight” is a bi-weekly podcast series supporting The Interface and CPOstrategy brands, delivering niche, relevant and value rich content to our audience and subscribers.

Each episode brings the most inspiring executive insights from those leading transformation strategies within the worlds biggest and best-known companies.

Whether a CIO or CTO discussing Digitalisation, or a Chief Procurement Officer (CPO) outlining the complexities of a supply chain transformation, our podcast has become both a valuable marketing asset and an integral, internal tool helping businesses overcome the challenge of change management.

Each weekly podcast subscriber receives additional, free monthly content in the form of the digital editions of The Interface and/or CPOstrategy, as well as video content and newsletters.

We offer various levels of Podcast sponsorship. If you’re interested in sponsoring our podcast, please email: sponsorship@b2e-media.com
Our 4 Pillars

**Collaboration**
Fully engaging with our clients underpins our success in creating bespoke, innovative & inspiring content. A truly collaborative mindset throughout from storyboard to social media, delivers content personality and ensures maximum impact.

**Transparency**
Building a culture of transparency throughout the business drives integrity into everything we do. Through our staff, vendors, content, clients and our advertisers, this transparency creates a strong collaboration from ‘concept to completion’.

**Technology**
With a strong belief in continuous improvement, technology will act as a catalyst for change, growth and ultimate delivery of our strategy. Building & implementing a technology strategy that allows us to be agile in what and how we deliver content to our audience, also enables an environment where Technology & Creativity combine.

**Creativity**
Modern, crisp and fluid design drives better engagement throughout our platforms. Creating synergy between both content and creative leads to better deliverability.
Content delivery

SERVICES

HOW WE DELIVER

COLLABORATIVE STORYTELLING  FULL COLLABORATIVE SIGN OFF PROCESS  BESPOKE BRANDED CREATIVE  VIDEO  AUDIO RECORDING  BESPOKE PHOTOGRAPHY

HOW WE PROMOTE

DIGITAL CONTENT MARKETING STRATEGY
PAID SOCIAL MEDIA OF:

ARTICLE  E-COLLATERAL  PODCAST  VIDEO

VALUE ADDED RESULTS

INTERNAL PROMOTION  CHANGE MANAGEMENT TOOL  TALENT ACQUISITION
Sponsorship

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