
How to Educate Senior Leaders on eCommerce

By Russ Dieringer // October 27, 2025 // Research

TL;DR: *Too often, eCommerce leaders find themselves explaining eCommerce fundamentals to their leadership team in the middle of high-stakes moments. Our comprehensive guide outlines how to make eCommerce education for senior leaders a year-round strategic priority and competitive advantage.*

1 minute read

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A core responsibility for digital leaders is to educate their organization on how the retail market is changing.

It's especially important to educate senior leaders because they control the corporate vision, incentives, and resources that are needed to power omnichannel excellence.

But this is easier said than done.

All senior leaders are tight on time, and some might be resistant to digital transformation.

Plus, where does one start in terms of formulating an education plan and what components are

necessary for success?

To help digital leaders with these challenges, we developed a report that illustrates what to do, including the difficulties inherent to eCommerce education and the steps needed to create an effective education plan.

The report will be particularly impactful for digital leaders that have seen their organization waver on committing to digital excellence.

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