



[NetLingo: word of the day: e-commerce czar](#)

By [Ben Robinson](#) on Saturday, January 24th, 2009



[NetLingo](#) really is one of my favourite sites on the InterWeb, as I've said many times before - and here's the latest term they've made me aware of:

e-commerce czar

A nickname for a senior-level exec charged with reforming an "old economy" company's Internet and e-commerce strategies. The new program will have to cut the mustard in the new economy.

Comedy.... and how relevant at the moment, in the turbulent times we are going through. I guess there must be an accompanying "m-commerce czar" in some companies - although since [Mobile](#) is taking big hits in the world economy right now, perhaps not so many as last year.... 😞

There's probably a number of Mobile companies you could think of right now that have one of these people in place - thinking about people I know in those sorts of roles, then their backgrounds are amazingly diverse - in fact, that's probably what makes them very suitable for that type of role - the future is an uncertain place, so the more you've done, the more places you've been, and the more experience you have, the better placed you should be... I say *should* be....

You can read more on the excellent site that is NetLingo [here](#).

<http://www.intomobile.com/2009/01/24/netlingo-word-of-the-day-e-commerce-czar.html>