

Asda Announces Digital Leadership Changes as £1 Billion IT Separation Nears Completion

April 14, 2025



Asda, the UK's third-largest supermarket chain, has announced upcoming changes to its digital leadership team as its extensive "Project Future" IT separation from former parent company Walmart approaches its conclusion. The departures of Carl Dawson, Chief Information Officer (CIO), and Rob Barnes, Vice President of Digital and Technology, were communicated to staff last week, according to internal sources.

Dawson joined Asda in April 2021, following the £6.8 billion acquisition of the business by retail entrepreneurs Mohsin and Zuber Issa and private equity firm TDR Capital earlier that year. Barnes joined Asda as VP of Digital and Technology in January 2024, also from Marks & Spencer.

"As Project Future nears completion and becomes part of Asda's everyday tech operating model, we are aligning our digital leadership team accordingly," an Asda spokesperson stated. The £1 billion "Project Future" initiative was launched to establish independent IT systems following the end of a transitional services agreement with Walmart, covering critical areas such as ERP, HR, security, and store operations. While initially budgeted at £189 million, the project's total cost is now projected to reach approximately £1 billion and is expected to be largely complete by the third quarter of 2025.

As part of the leadership transition, Marcus Shaw, currently Technology Director, will assume the role of CIO. Adrian Berry, who joined the company in January 2024, will continue in his position as Chief Technology Officer (CTO).

Asda has also announced the appointment of David Devany as VP eCommerce and Digital Business, joining from Iceland Foods in early May. Additionally, Barney Burgess, the current interim VP Online, will take on the role of VP Food Online and Chief Analytics Officer upon Devany's arrival.

"We can also confirm that Carl Dawson and Rob Barnes will leave the business in the coming months and would like to thank them for their contributions and wish them the best for the future," the Asda spokesperson added.

Asda has been progressively migrating its IT infrastructure away from Walmart's systems, including the successful transition of its SAP ERP system to a new S/4HANA instance on Microsoft Azure in January 2024. The company is now focused on completing the IT conversion across its retail estate, with the majority of larger stores transitioned following the peak Christmas trading period. Asda anticipates a significant

reduction in annual Project Future costs in 2025 as the program nears its conclusion.