



Press Release



Paris, February 20 th 2018

Philippe Poulou has joined the Digital Advisory Practice of BayBridgeDigital as Director and member of the Senior Management Group.

Philippe Poulou has joined the Digital Advisory Practice of BayBridgeDigital as Director and Member of the Senior Management Group. He is responsible for driving Growth, Digital Transformation & Innovation and Customer Success across the Digital Advisory practice. Poulou has deep experience in Strategy, Digital Marketing and Customer Experience. He has held various international leadership positions, including roles in strategy consulting, digital marketing and controlling in premium global blue chips.

Prior to joining BayBridgeDigital, Poulou spent seven years in Schneider-Electric, the

leader in the digital transformation of energy, as Customer Marketing & Communication Vice-President. He was in charge of building the Digital Marketing organisation and Brand Engagement of the Energy Business. Poulou also held a senior consulting position in Mars & Co, driving customer success in Energy, Telcos, Finance and Consumer Goods. Prior to that, Poulou has a rich successful track of various highly international positions in controlling.

Philippe Poulou holds an MBA from HEC Paris Business School and a certificate in Design Thinking from the MIT Sloan Executive Education.

ABOUT BAYBRIDGEDIGITAL:

BayBridgeDigital is an innovative global consulting company headquartered in Paris with offices in New York, London and its Technology Hub in Tel Aviv. BayBridgeDigital helps companies in diverse industries do what they do better through an ever-evolving suite of digital transformation services including e-commerce, digital marketing, mobile solutions, business insights and analytics, artificial intelligence, salesforce integration, software development, and digital transformation.

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