



## BayBridgeDigital appoints Abigail Schirmann as Vice President for Digital Advisory & Transformation for Retail and CPG

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PARIS, April 10, 2018 -

BayBridgeDigital, the game-changing new company that reinvents the way brands, organizations, technology and people connect through design-driven transformation, announced that Abigail Schirmann has joined the company today as Vice President for Digital Advisory & Transformation.

In this role, Abigail will be responsible for implementing and executing BayBridgeDigital's enterprise go-to-market strategy in Europe, focusing on the Retail and CPG verticals. Abigail Schirmann will closely collaborate with Salesforce to deliver its successful digital transformation in retail across EMEA and with BaybridgeDigital's Technology Hub to develop innovative tools and solutions.

Abigail will also focus on bringing Retail & CPG industry-specific business processes to the cloud.

*"I am very excited to join BaybridgeDigital", said Abigail. "The pace of change in Retail is accelerating. With a demanding omnichannel customer, the introduction of new in-store and at-home technologies, and competition from pure online players, traditional retail must reinvent itself. I am looking forward to working with Retailers to map out and successfully re-invent their digital journey".*

Abigail Schirmann, former Manager at McKinsey & Co, has extensive experience in leading innovation and design driven solutions accross various industries including Retail and Media. She led the digital transformation of various retailers as well as at Warner Brothers.

Most recently, Abigail was an advisor to C-level executives of European corporations on a range of topics, including business insights and big data analytics, digital marketing, innovation roadmap, and process digitalization. Schirmann has vast experience working with technology start ups and bringing their innovation to established corporations.

Abigail Schirmann has a Master's degree from Harvard University and is a graduate of ESCP-EAP Europe Business School.

### **About BayBridgeDigital:**

BayBridgeDigital is an innovative global consulting company headquartered in New York with offices in Paris, 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.

[www.baybridgedigital.com](http://www.baybridgedigital.com)

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