BayBridgeDigital

BayBridgeDigital Announces A Revolution In Data Exchange And Transparency - « Blockchain Data Studio » for Salesforce and appoints Jeremy Mimoun as Vice President and member of the Board.

NEW YORK and PARIS, July 23, 2018 -

BayBridgeDigital the game-changing new company that reinvents the way brands, organizations, technology and people connect through design-driven innovation announced the launch of Blockchain Data Studio and that Jeremy Mimoun has joined the company today as Vice President Blockchain and member of the board.

In this role, Jeremy Mimoun will be leading the development of BayBridgeDigital's new offering, "The Blockchain Data Studio".

BayBridgeDigital's Blockchain Data Studio will help channel the power of Blockchain into the Salesforce world. It will be a unique and seamless link between one of the world's foremost CRMs and the latest solution in technology and security.

The Blockchain Data Studio will help companies achieve two main objectives:

• Improve the way companies manage personal Data according to GDPR. More than ever the protection of consumers' personal data is a priority for companies. For GDPR compliance, Blockchain brings transparency to the issue of opt-ins and to the way clients can manage their data.
• Facilitate Data exchange. Data owners are wary of sharing data and are concerned about data leakage. As such, they want to control what data they share with different parties. The Blockchain Data Studio enables timestamps heightening the security of data exchanges.

"Connecting Blockchain technology with salesforce platform and cloud-based processes will bring greater trust and security to the entire ecosystem and create amazing opportunities" said Alain Attias, BayBridgeDigital's CEO.

"I am very excited to join BayBridgeDigital, a fast-growing company" added Jeremy Mimoun. "Companies are just starting to experience Blockchain projects. The Blockchain Data Studio will be the first project to be deployed at an industrial scale thanks to salesforce ecosystem. Our challenge is to create an out-of-box solution for data connected to business systems such as Salesforce".

Jeremy Mimoun, former Regional Vice President of Salesforce, has extensive experience in the digital world especially with data management and digital marketing. He has led clients from a wide range of sectors through their digital transformation and his knowledge in new technologies such as Salesforce makes him a great asset to BayBridgeDigital.
Jeremy Mimoun holds an engineering Master's degree from the European Institute of Technology (EPITECH).

About BayBridgeDigital:
BayBridgeDigital is a digital 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.

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