



BayBridgeDigital appoints Arthur Lesne as Regional Vice President for Finance, Insurance and Healthcare Industries.

PARIS, September 11, 2018 -

BayBridgeDigital, the game-changing new company that reinvents the way brands, organizations, technology and people connect through design-driven transformation is bolstering its team with the appointment of Arthur Lesne as Regional Vice President for Finance, Insurance and Healthcare Industries.

In this role, Arthur Lesne will be responsible for designing and executing BayBridgeDigital's enterprise go-to-market strategy in Europe, focusing on the finance, insurance and healthcare verticals.

Arthur Lesne will collaborate closely with BayBridgeDigital's partners (Salesforce, Zuora...) to deliver successful digital transformation across these industries.

"I am thrilled to join BayBridgeDigital. If digital transformation is already happening across industries, new opportunities keep arising, especially in the financial, insurance and healthcare sectors where breakthrough technologies such as Salesforce and Blockchain are emerging and will drive transformational impact.

Securing the supply chain, accelerating R&D, better securing users' data while enabling data sharing for a better service in the healthcare industry. From mobile banking to open banking and cryptocurrencies in finance, to data confidentiality and process optimization in the insurance field and so on. Opportunities are massive across these industries and, more than ever, rapid innovation is a fundamental competitive advantage to be built. The race is on, and I look forward to driving and accelerating these transformations with BayBridgeDigital's customers" said Arthur Lesne.

Arthur Lesne, former Microsoft executive, has a strong marketing background and extensive experience in driving business growth through customer success across industries. He has spent his entire career in the digital world, from driving marketing strategy and products launches to managing business WW and developing global multi-million marketing and sales programs.

In his last position at Microsoft, Arthur was in charge of driving Microsoft Cloud growth – IoT, Big Data, AI – through ISVs and start-ups cloud adoption. In addition, during his time at Microsoft Arthur Lesne was an official speaker presenting their vision and driving strategic engagements with C-level customers.

Arthur Lesne holds a Master's degree from SKEMA business school and took advantage of continuous training, through HEC and Kellogg's executive programs.

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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