



Pascal Laik joins BayBridgeDigital as Chief Revenue Officer and member of the Executive Committee.

Pascal Laik, FollowAnalytics' CEO joins BayBridgeDigital the game changing software company to drive rapid expansion.

New York & Paris, January 11th, 2021

BayBridgeDigital, the game-changing software company that reinvents the way brands, technology and people connect through industry specific solutions on the Salesforce platform, today announced that Pascal Laik, who led FollowAnalytics over the last 3 years joins the company as Chief Revenue Officer on Jan 11th, 2021.

BayBridgeDigital was ranked #586 on the 2020 Inc. 5000 List of America's Fastest Growing Companies. Pascal Laik, as a member of the executive committee of BayBridgeDigital, will be responsible for revenue growth, delivering value for customers across the entire customer lifecycle, solution engineering, and demand generation.

Pascal Laik will have the mission to triple BayBridgeDigital's revenue in 2 years, expand the business internationally and turn the company into a software powerhouse, productizing solutions, to dominate the Retail and Healthcare sectors.

For the last 3 years Laik ran FollowAnalytics as global CEO and turned around the startup into a cash flow positive hyper growth scale-up multiplying its revenue by 5 and reducing churn by a factor of 10. Pascal Laik has a 26-year track record of building high-performance teams that deliver customer success and explosive growth on an international level.

With a Master of Science in Engineering from ENSTA in Paris France and an MBA from the Wharton School, University of Pennsylvania, Pascal Laik started his career in the consulting industry at Andersen Consulting and at PricewaterhouseCoopers. For 10 years, he was in charge of various Product Marketing, Consulting, and Strategy management roles at Siebel Systems/Oracle in Redwood City, California. He then joined Informatica for 4 years where he held sales management positions for the Master Data Management Business Unit ending as Vice President International Sales. In 2013 Pascal Laik was appointed Vice President of Sales at [C3.AI](#) where he started the EMEA operations. Three years later, he became General Manager for France and Southern Europe of Winshuttle where he tripled sales in 2 years.

« Pascal is an outstanding leader with a phenomenal track record of building winning teams that deliver value for customers. We are honored that he chose BayBridgeDigital as his next endeavor. He shares our values and ambition to delight our customers and make a positive impact on our stakeholders. We are thrilled to have him on board.» Said Alain Attias co-founder and CEO of BayBridgeDigital

« I look forward to driving exponential growth at BayBridgeDigital. There is an exceptional momentum, first I can see a massive market opportunity, second a team of true A-Players including some of the best minds in the latest digital technologies and the visionary understanding of their business impact, third a level of partnership with Salesforce any scale-ups would dream of, and, last but not least, a leadership and culture that is a true competitive advantage. This includes a passion for customer success, with all it implies of warmth attitude and execution excellence, a dedication to relentless innovation, meaningful social engagement and a fundamental spirit of teamwork. » said Pascal Laik

« All together, these make me believe that, at BayBridgeDigital, nothing can't be achieved. It is the privilege of a professional lifetime and a true pleasure to join a hyper-growth company that is so innovative and groundbreaking and at the same time remains humble and customer-oriented » Pascal Laik added



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 is a leading provider of retail-specific cloud and mobile software, driving digital transformation for the world's largest companies. BayBridgeDigital is an «industry cloud» pure-player specialized on Salesforce, the world's #1 CRM provider.

BayBridgeDigital helps companies in diverse industries on what they do best through an ever-evolving suite of digital transformation services on the salesforce platform.

BayBridgeDigital was ranked [#586 on the 2020 Inc. 5000 List of America's Fastest Growing Companies.](#)

Media contact:

Richard Impenge, Marketing & Digital Director | Email: rimpenge@baybridgedigital.com



ISV
PARTNER

United States

+1 646-931-1966

United Kingdom

+44 20 3318 4931

France

+33 1 76 42 05 72

Israel

+972 3-978-6260

Morocco

+212 6 61 39 18 38