



BayBridgeDigital Secures New CFO To Help It Become a Tech Icon on Salesforce

Etienne Rémond joins BayBridgeDigital as Chief Financial Officer

NEW YORK & PARIS, February 10th, 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 Etienne Rémond joins the company as Chief Financial Officer on February 1st, 2021.

BayBridgeDigital was ranked #586 on the 2020 Inc. 5000 List of America's Fastest Growing Companies. Etienne Rémond, as a member of the management team of BayBridgeDigital, will be responsible for business and financial strategies alignment at BayBridgeDigital, and he will report directly to CEO and Co-Founder Alain Attias.

"Etienne Rémond brings a decade of strong and broad experience that will be key to positioning BayBridgeDigital as the next tech icon on Salesforce. Etienne will play a pivotal role in aligning our business and financial strategies so our company can continue to rapidly grow, scale and innovate. We are delighted to welcome him to our team." Said Alain Attias, CEO of BayBridgeDigital .

With a master of science in Finance from NEOMA Business school in France, Etienne Rémond started his career at EY and spent 4 years auditing the financial statements of various companies in France, the USA, and the UK. He then joined the Group Accounting department of Valeo in 2012, working on consolidation and controlling subjects with various countries. He then took over M&A projects for Valeo being a member of the M&A team, working on cross-border acquisitions, disposals and capital investments. He ended his Valeo experience at the Investor Relations department, doing roadshows in Europe towards financial investors and shareholders on the stock market.

From several years, he has also been helping different start-ups on their strategic growth, fundraising, and more globally finance and legal matters.

"I am grateful and proud to join BayBridgeDigital as the CFO and bring my experience in Finance and support the company's hyper-growth. BayBridgeDigital has a unique positioning on its market, providing Cloud & Mobile Industry Solution on Salesforce such as Bayretail , which provides a unique turnkey Unified Commerce to the retail sector.

I am excited about all we can achieve together with BayBridgeDigital fantastic team"



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