



BIO

Baptiste Martin the US Director of IWD

Born in Paris, Baptiste studied business in the west of France, where he obtained a Master's degree in business. Baptiste did extensive traveling throughout Europe, Northern Italy and the United State exploring the various business practices in these cultures. In 2006, Baptiste joined IWD, a Parisian based start-up that was developing a Visual Merchandising web-based software for the beauty industry. IWD has evolved from a boutique software developer specializing in retail display applications into a global company offering a full slate of innovative and retail solutions, from online networking and visualization platforms to team coaching, conference coordination and strategic planning. After growing the business in Europe (LVMH Beauty, L'Oreal, l'Occitane...), Baptiste crossed the Atlantic to open IWD New York in 2008.

Now an international team of 15 people, IWD NY is partnering with a variety of global retail players such as: Estee Lauder, Godiva, LVMH, Clarins, Uniqlo, L'Oreal, New Balance, Vans or Yankee Candle.