

CV

Baptiste NICOLAS

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Resume Summary

Tech entrepreneur specializing in e-commerce and video marketing with a passion for teaching. Experienced in building and scaling SaaS companies, and eager to share insights on entrepreneurship and technology with students. Actively involved in volunteering and community support initiatives.

Academic Background

- Master degree: Digital Marketing, HEC Montreal, 2013 - 2018

Academic Teaching Experience

- Experienced in teaching and sharing insights on entrepreneurship and technology with students from the ESADE entrepreneurship Master Program, in Barcelona. I'm also a volunteer educator, focusing on practical and theoretical aspects of entrepreneurship.

Research Areas

- E-commerce strategies, SaaS business models, Digital Marketing, Entrepreneurship Education, Tech product management, People management, Fundraising, AI models

Publications

- No specific publications listed.
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PhD Thesis Supervision

- No PhD thesis supervision.

Coordination of Courses and Scientific Committees

- No specific coordination roles mentioned.

Talks and Conferences Delivered

- No specific talks or conferences listed.

Professional Experience

- Co-founder & CEO, Vidjet (Sept. 2020 - Present)
Built and scaled a SaaS company to 200+ clients, managed a team of up to 8 employees, and fundraised significant equity and loans.
- Partner Manager & Product Manager, Carts Guru (May 2018 - Jul. 2020)
Managed key accounts, planned events, and coordinated with product and marketing teams.
- Additional experiences in Marketing and e-Commerce including internships at GoPro and Versus Shop, and early entrepreneurship ventures.

Other Noteworthy Mentions

- Volunteer at associations helping migrants and elderly people.
- Speak 4 languages: French, Spanish, English, Italian