



Press Kit

Wiiisdom

The Wiiisdom Software Group is a French software publisher with headquarters in Lille and several international offices (UK, Canada, USA). The company collaborates with the largest companies and public administrations in the world on BI and Analytics governance issues. Today, the company has more than 600 customers worldwide and 70 employees.

Wiiisdom's mission is to help anyone make trusted decisions with analytics.

Investors

Besides the historical co-founders and owners of the company, 2 external investors share the capital.

Denis Payre (see below for full description) joined the Wiiisdom Advisory Board in 2016. Former Business Objects co-founder, he supports the company in its global expansion.

Isatis Capital: Isatis Capital is an independent private equity company that has been investing for 20 years alongside ambitious SMB entrepreneurs who want to scale up their companies. In October 2022, they joined Wiiisdom as stakeholders in order to help the company become the world leader in Analytics Quality Management.

[Read the PR here](#)

Expert Leaders

The Wiiisdom leadership team includes Business Intelligence founding fathers and data management experts who have been on the scene since before the dawn of modern BI. With nearly a century of combined experience, they apply a variety of talents, skills, and outlooks to the task of inspiring new and better solutions to Analytics challenges.

Sebastien Goiffon, CEO and founder

A Business Objects expert with decades of experience, he traveled the globe as a consultant before co-founding Wiiisdom in 2007. He provides the vision, creates the culture, and leads the Wiiisdom executive team.

Laurent Chrétien, COO

A successful founder of multiple start-ups and previously Global Account Manager at SAP, Laurent joined Wiiisdom as an Advisory Board Member in 2018 and subsequently became COO in 2020. With years of entrepreneurial and technology experience, he provides guidance and support to the executive team.

Denis Payre, Advisory Board Member

The Business Objects co-founder and former Chief Operating Officer, he grew Business Objects into the world's leading business intelligence software. At Wiiisdom, he provides guidance and corporate oversight.

Laurent Bride, Advisory Board Member

Multiple Board Advisor, Laurent brings his vast experience and expertise into the BI and Data Management industry to help Wiiisdom become a leader in its market. Prior to Wiiisdom, Laurent was COO of Talend which went public (Nasdaq 2016), and is now CTO at Komodo Health.

Addresses

Headquarters : LILLE

Groupe Wiiisdom Software, SAS
Wiiisdom France, SAS
63 Place Saint-Hubert 59800 Lille FRANCE

MONTREAL

Les Solutions Wiiisdom Canada, Inc
215 rue Saint Jacques – Bureau 1200
Montréal, Québec H2Y 1M6

BOSTON

Wiiisdom USA, Inc
16 Blithedale St Newtonville, MA 02460 USA

The Wiiisdomers

In addition to the leaders, there's an entire team of talented and passionate individuals behind the success of Wiiisdom. What started with two entrepreneurs in France has evolved into 70+ people at offices in France, the United Kingdom, the United States, and Canada.

Wiiisdom in video

[Welcome to Wiiisdom - Making Trusted Decisions, Together](#)
[Wiiisdom Headquarters - Office Tour](#)

Prizes and awards

- 2013-2015: GB & SMITH, a Leading fast-growing technology company awarded Deloitte's In Extenso Technology Fast 50
 - https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Technology-Media-Telecommunications/dttL_TMT-Event-Fast-500-2013-winners-ranking.pdf
 - <https://www.prlog.org/12287087-gb-smith-leading-fast-growing-technology-company-awarded-deloittes-in-extenso-technology-fast-50.html>
 - <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/Technology-Media-Telecommunications/gx-deloitte-tmt-emea-fast500-2015-rankings.pdf>
- 2014: Ernst & Young Entreprise d'avenir
 - <https://itpress.com/communiqu/39539/sebastien-goiffon-alexandre-bie-gala-recoivent-prix-entreprise-avenir-annee-2014-nord-france>
 - [https://business.lesechos.fr/entrepreneurs/success-stories/prix-de-l-entrepreneur-de-l-annee-2014-les-laureats-region-nord-103724.php#:~:text=Le%20Prix%20de%20l'Entrepreneur,de%20Douce%20Hydro%20\(80\)](https://business.lesechos.fr/entrepreneurs/success-stories/prix-de-l-entrepreneur-de-l-annee-2014-les-laureats-region-nord-103724.php#:~:text=Le%20Prix%20de%20l'Entrepreneur,de%20Douce%20Hydro%20(80))
- 2017 Top 1000 Europe's Fastest-Growing Companies

Customer Stories

EN: <https://wiiisdom.com/resource-center/customer-stories/>

FR: <https://wiiisdom.com/fr/centre-ressources/cas-client/>

Socials

[Facebook](#)

[LinkedIn](#)

[Twitter](#)

[Instagram](#)

[Youtube](#)

[Medium](#)

Logo and Graphics

[Download logos](#)

Contact

Mr Tony Sansico - VP Marketing - press@wiiisdom.com