

JEWELRY

Zenith's interim management to be led by Jean-Claude Biver

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Zenith's El Primero Skeleton watch

By STAFF REPORTS

Swiss watchmaker Zenith's CEO and president Aldo Magada has left his position at the company.

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In a brand statement, Jean-Claude Biver, president of the Watches Division of the LVMH Group, has been announced as interim management of Zenith. Mr. Magada's exact reason for stepping down has not been shared publicly, but Mr. Biver said the decision came after a mutual agreement.

Changing clock hands

In his statement for Zenith, Mr. Biver expressed his appreciation for Mr. Magada's work and time spent at the watchmaker, and wished him well for the next stage of his career.

Mr. Biver's full statement reads:

"I am writing to inform you of the departure of Aldo Magada from his position as CEO and president of Zenith. This decision was taken by mutual agreement and I would like to express my sincere thanks to Mr. Magada for his contribution as well as wishing him every success for the next stage of his professional career.

"I am personally taking over interim management. I want to be more involved and to create greater synergies between the group's three brands. I'll be working with the teams to give this brand the lustre it deserves."



El Primero Classic Cars dial and movement

In addition to Zenith, LVMH Group's Watches Division controls Tag Heuer and Hublot. Mr. Biver is acting CEO of Tag Heuer and minority shareholder of Hublot.

He is known for successfully rejuvenating Blancpain and Omega, both owned by the Swatch Group. On the side, Mr. Biver is a renowned cheese-maker, producing for non-commercial purposes ([see story](#)).

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