

JEWELRY

## Richemont head of watchmaking, marketing resigns

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IWC Schaffhausen Pilot timepiece. Image credit: IWC

By STAFF REPORTS

Swiss luxury group Richemont is adding another change to its leadership with the departure of one of its top executives.

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Georges Kern, who was named the company's head of watchmaking, marketing and digital last November as part of Richemont's restructuring of its senior management, is resigning from his role, effective immediately. The group has been through a number of shifts at the top to promote flexibility in its organization.

Moving on

Prior to his work overseeing all of the group's watchmaking activities, Mr. Kern had been CEO of Richemont-owned IWC Schaffhausen from 2002. When he was appointed, he became the youngest CEO in the Richemont's history.

Now, the executive is moving on. He will no longer be eligible for election to Richemont's board of directors, and he also stepped down from the senior executive committee and the group management committee.

Following Mr. Kern's departure, Richemont's watchmaking, marketing and digital activities will be overseen by the senior committee. The company has not mentioned its plans for a successor.



*Richemont also includes jeweler Cartier. Image credit: Cartier*

"Georges has been offered an interesting opportunity to become an entrepreneur," said Johann Rupert, chairman of Richemont, in a statement. He has had a very successful career at IWC Schaffhausen and we wish him well."

According to a [Bloomberg](#) report, Mr. Kern is headed to Breitling. The executive is said to become the brand's CEO as it looks to change up its operations under new ownership.

Richemont's restructuring was aimed at bringing a "new generation" of talent to the top of the company. Rather than having a single CEO for the company, the duties were split between Mr. Kern and Jrme Lambert, the former CEO of Montblanc ([see story](#)).

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