

MARKETING

Richemont creates chief technology officer position

September 21, 2017



Panthre de Cartier campaign shot by Sofia Coppola. Image credit: Cartier

By STAFF REPORTS

Swiss luxury group Richemont is placing an emphasis on talent and technology with two new appointments to its senior executive committee.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Richemont has announced that the conglomerate has appointed its first chief technology officer and a new group human resources director to its senior leadership. Two main challenges for luxury today have been adopting new technologies as quickly as they emerge and hiring appropriate and quality talent at all levels of a brand.

Leadership updates

Richemont has created the role of chief technology officer specifically for Dr. Jean-Jacques van Oosten. Mr. van Oosten will join Richemont's senior executive committee on Jan. 1, 2018.

Mr. van Oosten has spent the last 21 years of his career primarily in the retail and design sectors.

His previous role was at Rewe Digital where he was group chief digital officer and CEO. Other past positions include chief information officer at Travis Perkins Group, Tesco, Kingfisher, EDS and Unilever.

Mr. van Oosten also advised retailers on multichannel strategies and transformation programs as a consultant.

"I am delighted that Jean-Jacques van Oosten and Sophie Guieysse are joining Richemont and its senior executive committee," said Johann Rupert, chairman of Richemont, in a statement. "The creation of the chief technology officer position and Jean-Jacques van Oosten's appointment reaffirms Richemont's commitment to meet the demands of today's environment."



Semaine's "The Full English" for Richemont-owned Chlo. Image credit: Semaine

Richemont has also announced that Sophie Guieysse has been appointed as group human resource director. Ms. Guieysse will join the senior executive committee Oct. 1.

Her past positions include a number of operational functions at French Ministries. From 1997 to 2005, Ms. Guieysse worked for LVMH as director of human resources. After LVMH, she joined Canal + group where she spent 10 years as human resources director and a member of the executive committee.

Since 2016, Ms. Guieysse has been an advisor for Dior on the future of luxury in a connected world.

Ms. Guieysse will replace Thomas Lindemann who will leave Richemont for personal reasons. Mr. Lindemann will step down from the group management committee Oct. 31, a role he held for 12 years.

"These appointments will strengthen significantly the group's ability to address current challenges and bring Richemont into a new era of agility and performance," Mr. Rupert said.