

APPAREL AND ACCESSORIES

## Kering hires tech veteran to lead digital transformation

December 4, 2017



*Kering has hired a former eBay employee to head its digital efforts. Image credit: Gucci*

---

By STAFF REPORTS

French fashion group Kering has named Grgory Boutt its new chief client and digital officer.

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

Mr. Boutt's resume includes experience at a number of startups and tech companies, including eBay and Sidecar. Representative of luxury's increasing focus on digital, a number of companies have looked to the tech world for talent.

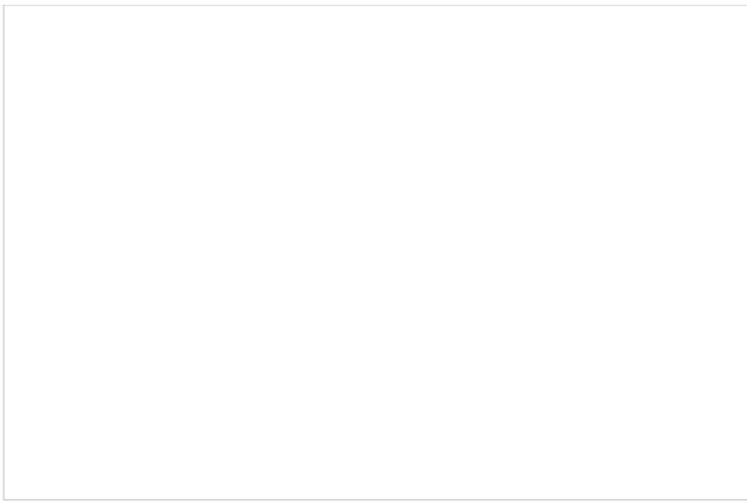
### Tech talent

Mr. Boutt started his career in brand management at Procter & Gamble's Paris offices. In 2000, he ventured into tech with a job at iBazar, an auction startup.

When iBazar was acquired by eBay in 2001, Mr. Boutt became the general manager of eBay France. He later managed eBay Europe, as well as the ecommerce site's Motors and Electronics divisions.

In 2013, Mr. Boutt was hired by ridesharing startup Sidecar. The 45-year-old joins Kering from education startup Udemy.

At Kering, Mr. Boutt will be tasked with developing the conglomerate's ecommerce, customer relationship management and data management. He will report to the group's managing director Jean-Francois Palus, and will also be a member of the company's executive committee.



*Grgory Boutt. Image courtesy of Kering*

Digital is becoming an increasingly important piece of luxury sales.

Gucci in particular has given Kering a substantial boost quarter after quarter since Alessandro Michele became creative director in 2015. For Q3 2017, the Italian fashion house saw revenues grow to 1.553 billion euros, or \$1.828 billion.

Online sales also are performing well, posting triple digit growth while wholesale increased 43.9 percent due to the success of Gucci's fall/winter 2017 collection ([see story](#)).

Kering is not the only luxury company to hire from tech. In 2015, conglomerate LVMH added Ian Rodgers to its team, appointing the former Yahoo and Beats Music employee its chief digital officer ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.