

JEWELRY

Baume & Mercier hires CEO from Jaeger-LeCoultre

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Baume & Mercier's Petite Promesse timepiece. Image credit: Baume & Mercier

By STAFF REPORTS

Swiss watchmaker Baume & Mercier has appointed Geoffroy Lefebvre as its CEO.

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Mr. Lefebvre comes to Baume & Mercier from fellow Richemont-owned watch house Jaeger-LeCoultre. At Baume & Mercier, Mr. Lefebvre is succeeding Alain Zimmermann as the former CEO takes on a new role within the brand's parent company Richemont.

New leadership

Mr. Zimmermann has been named specialist watchmakers e-distribution strategic project director at Richemont, effective June 1.

After starting his career at L'Oreal Group, Mr. Zimmermann joined Richemont in 1995. During his tenure, he held roles including marketing positions at Cartier and chief marketing officer at IWC Schaffhausen.

Mr. Zimmermann then served as marketing and communications director at private bank Julius Bar before returning to Richemont as CEO of Baume & Mercier, a role he has held since 2009.

During his time at Baume & Mercier, the executive drove the brand's repositioning strategy through communications and product development.



Baume & Mercier is getting a new CEO. Image credit: Baume & Mercier

Now, Baume & Mercier will be under new leadership. Prior to joining Richemont, Mr. Lefebvre spent 10 years at consultancy McKinsey & Company.

In 2011, the executive was hired by Richemont as organization director. Since then he has been group industry director and chief operating officer at Vacheron Constantin.

Most recently, Mr. Lefebvre was deputy CEO at Jaeger-LeCoultre.

Mr. Lefebvre will join Baume & Mercier on June 1.

Richemont has made some changes to its executive leadership as it looks to transform its watchmakers.

Last fall, Jrme Lambert assumed the newly created role of chief operating officer, providing oversight for all houses excluding Cartier and Van Cleef & Arpels. Mr. Lambert also oversees Richemont's central and regional support, aside from finance, human resources and technology.

Richemont also created a new head of specialist watchmakers distribution position, which is held by Emmanuel Perrin ([see story](#)).

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