

ARTS AND ENTERTAINMENT

## Bonhams appoints luxury veteran Hans-Kristian Hoejsgaard as chairman

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*Bruno Vinciguerra, global CEO at Bonhams, and Hans-Kristian Hoejsgaard Bonhams, Chairman of Bonhams. Image courtesy of Bonhams*

By LUXURY DAILY NEWS SERVICE

Bonhams has named Hans-Kristian Hoejsgaard chairman, filling the role once held by Bruno Vinciguerra, who was appointed global CEO of the auction house in February.

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Since joining Bonhams as executive chairman in fall 2018, Mr. Vinciguerra has prioritized investments in digital marketing and technology. The auction industry has embraced live-streamed and online auctions over the last several months as a result of the coronavirus pandemic.

"I am delighted to welcome Hans-Kristian to the board of Bonhams," Mr. Vinciguerra said in a statement. "His direct experience of the art market and broader global luxury goods track record will be invaluable to us as we progress the transformation of Bonhams.

### Luxury pedigree

Mr. Hoejsgaard has three decades of experience in the luxury and consumer good industries. He has previously served as CEO of premium cigar brand Davidoff, president and CEO of the Timex Group, and president and CEO of Danish design house Georg Jensen.

"I am delighted to join Bonhams and to partner with its owners Epiris," Mr. Hoejsgaard said in a statement. "I very much look forward to working with Bruno and his team, who have embarked on an impressive journey of transformation, while preserving the soul of this storied auction house."

In addition to Bonhams, auction houses Christie's and Sotheby's have turned to unprecedented levels of live streaming and online bidding in the wake of the pandemic ([see story](#)).