

COMMERCE

Audemars Piguet names new CEO

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Beauty industry veteran Ilaria Resta brings an expansive portfolio of brand-building experiences to the top role. Image courtesy of Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Swiss watch manufacturer Audemars Piguet is putting a name to a next-in-line lead.

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The company has appointed Swiss-Italian national Ilaria Resta to its CEO post the incoming talent will take over from Francois-Henry Bennahmias after more than 10 years helping Audemars Piguet, with nearly 30 years spent at the firm in full. Following a brief transition period beginning in August of this year, Ms. Resta will officially ascend into the top post on Jan. 1, 2024.

"We are delighted to welcome Ms. Resta as our new Chief Executive Officer," said Alessandro Bogliolo, chairman at **Audemars Piguet**, in a statement.

"A visionary leader with a passion for craftsmanship, Ilaria will take Audemars Piguet into the future as we continue to develop our brand, blend tradition with innovation, and strengthen our direct connection to clients," Mr. Bogliolo said. "Her proven record of delivering results through a clear strategic thinking based on deep consumer insights will keep AP's legacy relevant for generations to come and ensure long-lasting growth.

"Ilaria's belief in the empowerment of teams and her accomplishments as an inspirational leader in corporate sustainability fully align with Audemars Piguet's long-standing values as an independent family-owned company."

CEO countdown

Audemars Piguet's future chief officer leaves a role as president of global perfumery and ingredients at DSM-Firmenich, the world's largest privately owned fragrance and taste company.

The executive additionally counts two decades at Procter & Gamble, serving across senior roles within the conglomerate's European and U.S. headquarters, as part of an expansive portfolio of brand-building experience.



Franois-Henry Bennahmias, the outgoing CEO of Audemars Piguet, is to remain involved until the end of 2023. Image credit: Audemars Piguet

Ms. Resta's appointment results from an extensive global search, according to the company, whose current CEO initially went public with news of his eventual departure in June of last year.

Mr. Bennahmias is to remain fully involved with Audemars Piguet until the end of 2023, helping to facilitate a smooth entry for his successor.

"On behalf of the Board of Directors, we would like to thank Franois for his three decades of service," Mr. Bogliolo said.

"His transformational leadership has been essential in building the success story AP is today," he said. "We are grateful for his indelible contribution and his commitment to stay until the end of the year to ensure a smooth transition."

Ms. Resta arrives at Audemars Piguet during a time of deep transition, as the brand's "Seek Beyond" initiative ([see story](#)) hones in on the next generation of buyers.

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