

COMMERCE

# Chrono24 names new CEO

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Chrono24 uses digital tools to simplify secondhand watch sales. Image courtesy of Chrono24

By LUXURY DAILY NEWS SERVICE

Leaders at secondhand luxury watch retailer Chrono24 are passing the torch.

Effective Jan. 1, 2024, Carsten Keller is appointed CEO of the resale platform. Hailing from Berlin-based ecommerce platform Zalando, the executive steps in for co-CEOs Tim Stracke and Holger Felgner, who will remain on the board of Chrono24.

"While the decision hasn't been easy, Holger and I always knew that we would eventually need to find a successor to lead Chrono24 into the next phase of growth," said Mr. Stracke, founder of [Chrono24](#), in a statement.

"Carsten's expertise in the luxury industry and with fast-paced online marketplaces as well as his experience in the leadership team of a publicly traded company make him a one-in-a-million candidate to unlock the next chapter for Chrono24," he said. "We are very excited to witness all he will do."

## Taking watch

Mr. Keller holds decades of professional experience in digital retail, marketplace and strategy, counting work at McKinsey and Company advising fashion and luxury clients among his career highlights.

The incoming chief executive officer helped found Zalando's Connected Retail venture, enabling the more than 7,500 offline retailers interested in selling their products through the site access to millions of online customers.

Garnering Zalando more than 5 billion euros in overall gross merchandise value over the past eight years, Mr. Keller has been tapped to usher in the global marketplace's next phase of growth.

Founded in 2003, the operation offering brands such as Audemars Piguet, Patek Philippe and Rolex reached a \$1 billion valuation this summer ([see story](#)).

"Chrono24 has revolutionized the luxury watch sector over the past 20 years," said Mr. Keller, in a statement.

"I am incredibly honored to lead this true global champion," he said. "The opportunity ahead of us is huge.

"Now, a good part of my job will be to strengthen our ability to focus, innovate and accelerate making Chrono24 the home for every watch enthusiast."



*Mr. Keller comes to the company from Berlin-based ecommerce platform Zalando. Image courtesy of Chrono24*

Going forward, Chrono24's co-CEOs will keep their roles as key shareholders, supporting Chrono24 as board members. Mr. Stracke will serve as chairman.

"The board is indebted to Tim and Holger for their exceptional leadership and invaluable contributions, which have been pivotal to Chrono24's success," said Deven Parekh, Chrono24 investor and managing partner at Insight Partners, in a statement.

"Taking over at the helm, Carsten is undoubtedly the best possible successor," Mr. Parekh said. "He is a proven leader, a great cultural fit, has strong business vision and the ability to bring people together."

"His perspective on the global future of the luxury industry aligns perfectly with Chrono24's needs as we embark on a new phase of further product innovation and growth."

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