

WATCHBOX

WatchBox Names Industry Veteran Patrik Hoffmann Executive Vice President of WatchBox Switzerland
The global ecommerce platform adds watch industry depth to its leadership team with the appointments of Herbert Gautschi & Susanne Hurni to Swiss executive team.



Philadelphia, PA (May 8, 2018) – **WatchBox**, the premiere global platform for pre-owned luxury watches, today announces the appointment of **Patrik Hoffmann** as the Executive Vice President of the company’s Swiss division, **Herbert Gautschi** as its Vice President of Business Operations, and **Susanne Hurni** as the division’s Vice President of Marketing. The expansion into Switzerland with a high-level team with invaluable experience in the Swiss watch industry, signals the next phase of strategic growth for **WatchBox** and reinforces the company’s commitment to elevate and revolutionize the pre-owned luxury watch category.

Founded in 2017 by Danny Govberg, Liam Wee Tay and Justin Reis; WatchBox affirms that physical locations in key markets are critical to support its global ecommerce platform. The newly established Swiss division complements the buying, selling, and trading operations in the United States and Hong Kong, and serves as a bridge to the epicenter of the Swiss watch industry. **Patrik Hoffmann**, who served Ulysse Nardin in varied leadership roles for nearly 20 years, most recently as CEO, was tapped for the executive vice president role, following a dynamic three-decade career in the watch industry.

Hoffmann’s tenure with Ulysse Nardin, and prior roles with Oris SA and the watch distribution company Swiss Prestige Ltd., granted him extensive experience in the Americas, Asia and other major markets for the luxury watch industry. He oversaw global sales and marketing efforts and steered Ulysse Nardin through continuous innovation, without losing sight of the brand’s rich heritage or long-term objectives. With a thoughtful style of leadership, Hoffmann powerfully communicated a narrative of tradition, design, and technology that propelled both his career and the global profile of Ulysse Nardin, ultimately overseeing the acquisition by the Kering Group and a successful transition.

He brings to WatchBox a constant drive for innovation, relishes disruption and communicates his vision for the evolution of the watch category with passion and purpose. “The pre-owned timepiece segment has been long neglected and it is our vision to provide a professional service in pioneering change in the luxury watch industry,” stated Hoffmann. “We are embracing technological tools, fulfilling the needs of today’s informed consumer and visionary retailers.”

Danny Govberg, co-founder and CEO of WatchBox shared, “Patrik brings considerable strength, knowledge and perspective of the watch industry to WatchBox. He worked alongside, collaborated with, and learned from one of the more creative watch entrepreneurs of our time, Rolf Schnyder; *and* he experienced the transition from a family business to a true global powerhouse. This experience is unmatched in our industry, enriching WatchBox’s mission to drive change in the pre-owned category.”



WATCHBOX

Susanne Hurni joins WatchBox Switzerland as its Vice President of Marketing, having served as the head of marketing and communication for Ulysse Nardin for more than 30 years. Hurni's extraordinary industry experience and proficiency in branding, communications, and public relations will be instrumental to the global growth of the WatchBox brand.

"We are delighted to welcome Patrik, Susanne, and Herbert to WatchBox's global team," remarked Amanda Ellison, President and Chief Operating Officer of WatchBox. "The Swiss team embodies all of the qualities I look for in a team. They bring talent and experience, operate with proficiency, creativity, passion and attention to detail. And they are unwaveringly committed to results."

Herbert Gautschi joins WatchBox Switzerland as its Vice President of Business Operations, bringing with him over 30 years of experience in the watch industry and a proficiency for organizational management, marketing, and sales, having worked extensively with major luxury brands throughout his career. Gautschi was instrumental in developing the Gucci Timepiece division in its formative years, served as CEO of a multi-client private watch manufacturer, founded NHC with master watchmaker Vincent Calabrese, and initiated the business plan and acquisition of Vincent Bérard SA by the Timex Group. Gautschi supported the re-launch of niche brand Julien Coudray 1518 in 2011 before founding his own company to design luxury consumer goods experiences worldwide. His considerable experience, creativity, business acumen and nimble approach are invaluable to WatchBox's Swiss expansion.

###

ABOUT WATCHBOX

WatchBox is the world's leading ecommerce platform for the buying, selling, and trading of pre-owned luxury timepieces; fueled by technology, innovation, and unmatched global experience in the high-end watch market. WatchBox offers an unrivaled selection of pre-owned luxury timepieces for sale; including exclusive, hard-to-source and limited production models by leading watchmakers; and its client services for selling and trading timepieces are streamlined and readily accessible both on and offline. Trust, pricing transparency, and authentication are central tenants to WatchBox's platform, with each timepiece thoroughly evaluated by the company's in-house master watchmakers.

WatchBox's timepieces and services are readily available within private showrooms and buying offices in Philadelphia, Hong Kong and Switzerland, as well as online – www.thewatchbox.com – through the company's mobile application for iOS and Android devices – called WatchBox – or by calling WatchBox's concierge client associates.

US +1 866 858 8434 | **Hong Kong** +852 3018 8594 | **Switzerland** +41 32 722 12 80

 @watchboxglobal
 @watchbox_global
 @watchbox_global
 @watchboxstudios

PRESS CONTACTS

Susanne Hurni | shurni@thewatchbox.com | +41 32 722 12 80

Caroline Kallman Joffe | caroline@thewatchbox.com | +1 717 951 2259

