



### **Jean-Claude Biver**

**Non-executive Chairman of the LVMH watchmaking division, LVMH Group  
Chairman of the board, Hublot  
Chairman of the board, Zenith**

Jean-Claude Biver is one of those rare men who have genuinely left their mark on Swiss watchmaking. After reviving the Blancpain name, he developed Omega focusing in particular on the recruitment of famous names such as Cindy Crawford, Michael Schumacher, and James Bond (Pierce Brosnan). In 2004, he decided to focus on developing the Hublot brand through the concept of "Art of Fusion": fusion between tradition and innovation, fusion between past and future. In his words *"we are not breaking with the past, on the contrary we are paying homage to it by connecting it to the future"*.

In just a few years, he turned the Hublot brand into a genuine success story in which the Big Bang and Classic Fusion represent the symbols of a constantly evolving tradition. In terms of marketing, Jean Claude Biver's consistency is just as remarkable as his need to keep turning ideas on their head, as illustrated by his strategy: *"Go where potential customers can be found"*. This approach made him the first to integrate a luxury brand into the world of football with the Swiss Team in 2006 and the 2008 UEFA EURO™.

Today, from watch complications and revolutionary materials to world class collaborations with FIFA World Cup™, Ferrari, Chelsea, Juventus, Usain Bolt, Dustin Johnson, Lang Lang, Richard Orlinski and Shepard Fairey, Hublot goes beyond watchmaking because - as Mr Biver often concludes *"the connection is all about sharing. If you don't share, you miss out. Hublot has been fortunate and has a duty to share some of its success"*.

Mr Biver was appointed President of the Watches Division, LVMH Group in January 2014, and overviewed Hublot, TAG Heuer and Zenith companies. With a view to reinforcing the synergies between the different brands and faithful to his vision that to act one must understand and get involved, Jean-Claude Biver took ad-interim the management of TAG Heuer in December 2014.

After an extraordinary career spanning over 40 years in watchmaking, Jean-Claude Biver, together with LVMH, has decided in September 2018 to relinquish his operational responsibilities and assume the role of non-executive Chairman of the LVMH watchmaking division.