

Appointment of Emmanuel Perrin as CEO of Panerai

Panerai announces that Emmanuel Perrin, currently Head of Specialist Watchmakers Distribution, has been appointed Chief Executive Officer of Panerai, effective 1 April 2025. Emmanuel will report to Richemont's CEO Nicolas Bos.

Emmanuel Perrin's appointment leverages his 33 years of experience within Richemont, including tenures at Cartier and Van Cleef & Arpels, and his recent eight-year leadership of Richemont's Specialist Watchmakers Distribution. His deep knowledge of the Group and the watch sector positions him well to lead Panerai's continued evolution and long-term success.

"It is with excitement and a deep sense of responsibility that I take the baton handed from Jean-Marc and the teams that have contributed to the development of Panerai to this day. I am looking forward to being of service to the Maison, its colleagues, its clients, its partners, and the Paneristi worldwide."

Jean-Marc Pontroué, who has led Panerai as CEO since 2018, will step down on 1 April 2025 after a distinguished 25-year tenure with the Group. Jean-Marc Pontroué has played a pivotal role in shaping Panerai's strategy and global presence, following his leadership positions at Montblanc and Roger Dubuis. The Maison extends its sincere gratitude for his dedication, leadership, and contributions over the years.



Panerai

Founded in Florence in 1860 as a workshop, shop and subsequently school of watch-making, for many decades Panerai supplied the Italian Navy and its specialist diving corps in particular with precision instruments.

The designs developed by Panerai in that time, including the Luminor and Radiomir, were covered by the Military Secrets Act for many years and were launched on the international market only after the brand was acquired by the Richemont Group in 1997.

Today Panerai develops and crafts its movements and watches at its Neuchâtel manufacture. The latter are a seamless melding of Italian design flair and history with Swiss horological expertise. Panerai watches are sold across the world through an exclusive network of distributors and Panerai boutiques.

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