

# CHRONEXT

## Press Release

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Zug, Switzerland, December 22<sup>nd</sup>, 2021

### **Branding and Lifestyle Executive Slavka Jancikova joins CHRONEXT as Chief Brand Officer**



Photo: CHRONEXT

CHRONEXT announces that Slavka Jancikova has joined as its first Chief Brand Officer. An international end-to-end marketer, Slavka brings nearly two decades of experience working with some of the most iconic global brands. Most recently, she led the female-dedicated sneakers category for adidas Originals. Prior to that, she worked at the Nike global headquarters as a Brand Director and for Saatchi & Saatchi in New York, among others.

Slavka Jancikova says: "CHRONEXT has a unique hybrid business model supporting customers through all stages of luxury watch ownership. This sector is showing unprecedented development, driven by a new generation of buyers of luxury watches. I am excited to join CHRONEXT and bring the brand to a global level."

CEO and Co-Founder Philipp Man adds: "Slavka's expertise in establishing and coordinating global branding activities will strengthen our brand as global market leader in the online luxury watch market. Her background with sneakers, the product that has conquered the pop culture and secondary market in recent years, as otherwise only watches have managed, will help us to position our hybrid business model in the market. We are very happy to have Slavka on board!"

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Slavka Jancikova is a modern-day leader and a branding strategist with experience spanning multiple key markets. As a Category Director at adidas, she was responsible for global product marketing with a revenue impact of 1 billion euros. Prior to that, she held various brand management roles at Nike, and most recently worked alongside the CMO at the Beaverton headquarters. Her focus was on setting annual brand priorities and long-term strategic goals to accelerate brand growth. She gained her first experience at Unilever and at Saatchi & Saatchi managing the global Procter & Gamble account.

## **About CHRONEXT:**

CHRONEXT AG ([www.chronext.com](http://www.chronext.com)) was founded in 2013 by Philipp Man and Ludwig Wurlitzer. The platform for luxury watches employs over 160 people, has a 350 sqm watch workshop for quality and authenticity testing and offers around 7,000 models for sale. With its headquarters in Zug (Switzerland) and a further 13 locations worldwide, the company is internationally positioned and guarantees fast and secure service. CHRONEXT simplifies the complex structures of the watch market and provides a unique buying experience. Further information can be found at: [www.chronext.com](http://www.chronext.com)

## **Press Contact:**

CHRONEXT Service Germany GmbH  
Lucas Hermanns  
[lucas.hermanns@chronext.com](mailto:lucas.hermanns@chronext.com)