

## Press Release

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Zug, Switzerland, September 16<sup>th</sup>, 2021

### **CHRONEXT nominates entrepreneur and digital innovation leader Tamara Lohan to join its Board of Directors**



CHRONEXT has nominated an entrepreneur and digital innovation leader, Tamara Lohan MBE, to join its Board of Directors.

A founder, technology strategist and digital innovator, Tamara Lohan's experience is very well suited to CHRONEXT's goal of creating the next-generation online luxury watch ecosystem. In addition to other recent nominations to the Board, including seasoned finance and compliance executive, Kristiina Leppänen, former Facebook CMO, Gary Briggs, and former Tiffany & Co. Chief Brand Officer, Daniella Vitale, this latest announcement reinforces CHRONEXT's desire and preparedness to conquer its market's significant growth potential.

# CHRONEXT

Tamara Lohan said: “I am delighted to be nominated to the Board of a company with such a great team and exciting opportunities for growth. As CHRONEXT evolves and seeks to tap into changes in consumer trends, I look forward to working alongside them to help them reach their potential.”

Jacob Fannesbech Aqraou, Chairman of the Board of Directors of CHRONEXT, said: “Tamara’s understanding of luxury products, her access to this community not only in the UK, and her expertise with Tech and community-generated content, will be of huge relevance for CHRONEXT as it expands and internationalises.”

Tamara Lohan is an entrepreneur and technology strategist with a background in marketing. In 2002, she co-founded the boutique hotel travel specialists, Mr & Mrs Smith, building the business to 1.5m members in 2019 and \$110m worth of bookings in 2018. She spent over 15 years developing the company’s digital infrastructure as CTO before becoming COO in March 2019, where she was responsible, among other things, for coordinating the business’ strategic growth following a crowdfunding investment round in 2018. Tamara became Mr & Mrs Smith CEO in April 2020.

Tamara Lohan frequently speaks publicly on the subjects of digital innovation, leadership, women in technology and business, and balancing parenting with career progression. She also acts as a mentor for a number of start-ups, including handwritten-marketing network, Inkpact. She and her husband were awarded MBEs for services to the British travel industry in 2014.

Philipp Man, Co-Founder and CEO of CHRONEXT, said: “Tamara’s founder experience will be an invaluable asset to the CHRONEXT Board at such an important time of the company’s growth trajectory. I am delighted she has agreed to join the Board.”

# CHRONEXT

## **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 120 people, and offers around 7,000 models for sale. With headquarters in Zug (Switzerland) and a further 9 locations in Europe and one in Hong Kong as well as a watch workshop for quality and authenticity testing, the company is internationally positioned and guarantees a fast and secure service. CHRONEXT simplifies the complex structures of the watch market and enables a unique buying experience. For more information, please visit:

[www.chronext.com](http://www.chronext.com)

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