

HANS-KRISTIAN HOEJSGAARD

Major Career Roles

Executive Chair and Interim CEO, Bonhams 1793 Ltd
Chair, CALIDA HOLDING AG
Chair, Wineandbarrels
Interim CEO, MCH Group AG
President & CEO, Oettinger Davidoff AG
President & CEO, Timex Group BV
President & CEO, Georg Jensen A/S
President & CEO, Coty Prestige US LLC

Other Career Highlights

Vice Chair, Barclays Bank (Suisse) SA Private Bank
Regional Managing Director, Asia Pacific, Guerlain LVMH

Hans-Kristian Høejsgaard is a globally experienced CEO, chair and board director specialising in luxury brands, consumer goods and retail. Originally from Denmark, he has spent much of his career leading family-controlled companies – both publicly listed and privately held – as well as private equity–owned businesses. He has lived and worked in Asia for a decade, and in the US, Italy, France and Switzerland, giving him a deep understanding of how premium brands resonate across cultures and markets.

Hans-Kristian's early career was in spirits and wine with Joseph E. Seagram & Sons, with postings in Rome, Hong Kong and Bangkok, before he became Regional Managing Director Asia Pacific at LVMH for Guerlain, based in Hong Kong. He later became President of Coty Prestige, the global fragrance company, followed by five years as global CEO of Georg Jensen, the jeweller, silversmith, watchmaker and design-led homeware brand. He then took on the role of global CEO at the US-based Timex Group, one of the world's largest watch companies, where he also served as Chair of the Board of its listed Indian subsidiary.

As global CEO of Oettinger Davidoff, a world leader in premium handmade cigars and luxury accessories, Hans-Kristian led a major phase of brand renewal and growth, including the strategic partnership with Art Basel and the launch of the Davidoff Art Initiative. After seven years as CEO and four years on the board he retired from the company in 2017. He subsequently served as interim Group CEO of MCH Group, the publicly listed but government-controlled parent of Art Basel and Masterpiece London, later joining its Board and chairing the Strategy Committee, where he led a significant capital increase that brought in James Murdoch's LUPA Systems as anchor shareholder.

Alongside his executive roles, Hans-Kristian has built a substantial portfolio of board and chair positions in luxury, financial services and hospitality. He has served on the board of Barclays Bank (Suisse) SA, initially as a member of the Audit Committee and subsequently as Chair of the Advisory Committee on Strategy. Since 2020 he has been Chair of Bonhams, the international auction house, and was Chair of Calida Group after serving as Vice Chair and long-standing Non-Executive Director of Calida Holding AG in Switzerland. He was also a board member of the five-star Hotel d'Angleterre in Copenhagen and is currently Chair of Wine and Barrels Ltd., Europe's leading purveyor of wine cellars and wine accessories. He is widely recognised for combining commercial discipline with a nuanced appreciation of brand, craft, heritage and customer experience.

Hans-Kristian brings deep cross-sector expertise in:

• Luxury & premium consumer brands – leading global businesses in watches, jewellery, cigars, fragrance, design and apparel.
• Family-controlled, listed & PE-owned companies – navigating ownership dynamics while aligning long-term brand value and financial performance.
• Global growth, turnaround & brand renewal – driving transformation, international expansion and repositioning in Europe, Asia and the Americas.
• Hospitality, retail & customer experience – board roles in luxury hospitality and retail, with a strong focus on experience-led, purpose-driven leadership.

He holds a BA in Business and Organisational Behaviour from the University of Southern Denmark and has completed executive education at INSEAD, Harvard Business School and Wharton. In 2009 he co-authored Experience Leadership in Practice, reflecting his long-standing focus on customer experience and brand.