



Sascha Moeri
CEO Carl F. Bucherer

Sascha Moeri is at the helm of the Lucerne-based manufacturing brand as Chief Executive Officer, as well as a member of the executive management group of Bucherer AG.

Since 2010, Sascha Moeri has successfully held the position of Chief Executive Officer of Carl F. Bucherer, globally positioning the Swiss watch manufacturer as a strong luxury brand.

Moeri is a business economist and has a Bachelor in Business Administration (BBA). He completed an executive MBA dual degree program at the State University of New York in Albany and attended the Graduate School of Business Administration (GSBA) in Horgen, Switzerland. Moeri acquired his vast expertise in national and international industries at companies including Michel Jordi and the Swatch Group. Most recently, he was employed with the Chow Tai Fook Group (Hong Kong) in Biel, as CEO of Milus Europe and as Vice President of Milus International.

As CEO of Carl F. Bucherer, Moeri combines many years of experience in the watch industry with innovative and progressive approaches on a daily basis. "Over the last six years, the company has been able to expand its global presence significantly under the leadership of Sascha Moeri. Thanks to his sustainable strategy, sales revenues were not only greatly increased, but also secured in the long term," said Guido Zumbühl, CEO of the Bucherer Group.

As a member of the executive management group, Moeri also represents the watch brand within Bucherer AG.

Moeri's goal is to strengthen the Carl F. Bucherer brand internationally in cooperation with his team, further increase sales volume, and build brand awareness. In doing so, the 44-year-old strives to preserve the tradition of the Swiss watchmaking company while focusing on product innovations: "The values of our more than 125-year-old history form the strong foundation for our continued success: uncompromising quality, independence and genuine passion for the art of watchmaking."