

# LVMH

## *Press Release*

### Béatrice Goasglas named CEO of TAG Heuer

Paris, March 12<sup>th</sup>, 2026

Stéphane Bianchi, LVMH Group Managing Director and CEO of LVMH Watches & Jewelry, is pleased to announce the appointment of Béatrice Goasglas as CEO of TAG Heuer, as of May 1<sup>st</sup>, 2026.

Having joined TAG Heuer in 2018 as VP Digital & Client Experience, Béatrice Goasglas was subsequently appointed Managing Director, TAG Heuer Asia Pacific, and then President, TAG Heuer Americas. In her new role, she will continue to drive the Maison's strategy of elevation and innovation, which has been underway for several years. Building on her deep knowledge of the Maison, its heritage and its teams, she will also be able to leverage the brand's iconic collections, as well as its strategic partnership with Formula 1.

*“Béatrice has had an outstanding career within TAG Heuer, and I am delighted that she will be taking the helm of this iconic watchmaking Maison. Her deep knowledge of the brand, combined with her leadership and unparalleled commitment, will enable TAG Heuer to reach new heights and to continue embodying the very highest watchmaking quality and the avant-garde spirit so dear to the Maison,”* said Stéphane Bianchi.



*Béatrice Goasglas began her career in 2007 at Sephora as a CRM Project Manager Consultant. In 2009, she moved to L'Oréal as an e-Marketing Manager. Her journey continued at The Kooples, where she served as Digital & Customer Director from 2012 to February 2015. She then joined SMCP Group as Head of Marketing, Digital & Client in February 2015, a position she held for over three years. Béatrice Goasglas's career at TAG Heuer began in 2018 as VP Digital & Client Experience in Geneva. She was subsequently appointed Managing Director APAC in Singapore in 2021. Most recently, since 2023, Béatrice Goasglas assumed the role of President Americas for TAG Heuer, based in Miami.*

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LVMH Moët Hennessy Louis Vuitton is represented in Wines and Spirits by a portfolio of brands that includes Moët & Chandon, Dom Pérignon, Veuve Clicquot, Krug, Ruinart, Mercier, Château d'Yquem, Domaine du Clos des Lambrays, Château Cheval Blanc, Colgin Cellars, Hennessy, Glenmorangie, Ardbeg, Belvedere, Woodinville, Volcán de mi Tierra, Chandon, Cloudy Bay, Terrazas de los Andes, Cheval des Andes, Bodega Numanthia, Ao Yun, Château d'Esclans, Château Galoupet, Joseph Phelps and Château Minuty. Its Fashion and Leather Goods division includes Louis Vuitton, Christian Dior, Celine, Loewe, Kenzo, Givenchy, Fendi, Emilio Pucci, Marc Jacobs, Berluti, Loro Piana, RIMOWA, Patou, Barton Perreira and Vuarnet. LVMH is present in the Perfumes and Cosmetics sector with Parfums Christian Dior, Guerlain, Parfums Givenchy, Kenzo Parfums, Perfumes Loewe, Benefit Cosmetics, Make Up For Ever, Acqua di Parma, Fresh, Fenty Beauty by Rihanna, Maison Francis Kurkdjian and Officine Universelle Buly. LVMH's Watches and Jewelry division comprises Bulgari, TAG Heuer, Tiffany & Co, Chaumet, Zenith, Fred, Hublot and l'Épée. LVMH is also active in Selective Retailing as well as in other activities through DFS, Sephora, Le Bon Marché, La Samaritaine, Groupe Les Echos-Le Parisien, Paris Match, Cova, Le Jardin d'Acclimatation, Royal Van Lent, Belmond and Cheval Blanc hotels.

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