

COMMERCE

# Breguet pulls new CEO from product development unit at Omega

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Effective Oct. 1, 2024, former vice president of product at Swiss watchmaker Omega Gregory Kissling has been appointed CEO of the 249-year-old brand. Image credit: Breguet

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By LUXURY DAILY NEWS SERVICE

Swiss watchmaker Breguet is ushering in its next chief executive.

Effective Oct. 1, 2024, Gregory Kissling, the former vice president of product at Swiss watchmaker Omega, has been named CEO of the 249-year-old brand. The leader succeeds Lionel a Marca, CEO of Breguet since 2019 and team member of its parent company, Swatch Group, for three decades.

## Building community at Breguet

Per reports that first surfaced last Friday, Mr. Kissling will leverage his 20 years of experience at Omega and his understanding of collector-driven markets to guide Breguet's future direction.

The appointee holds extensive experience in product development at Omega ([see story](#)), spearheading work on iconic models such as the No Time to Die Seamaster and specialty Speedmaster collections.

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A post shared by Montres Breguet (@montresbreguet)

Having demonstrated an ability to resonate with collectors worldwide, Mr. Kissling will soon bring his skillset to Breguet, a brand known for its classical timepieces and high horology innovations. He will run the manufacture under the watchful eye of Marc Hayek, CEO of Blancpain and grandson of Nicolas G. Hayek, founder of Swatch Group.

Mr. a Marca will transition into roles at the helm of operational management as a vice president at Swiss watchmaker Blancpain and head of manufacturing for Swatch Group Prestige Brands.

A global community of collectors, and the culture that groups of enthusiasts are creating, has continued to change the luxury watch landscape, as evidenced by recent industry events ([see story](#)).

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