Chao GENG

LUXURY RETAIL | HIGH WATCHMAKING | VIC DEVELOPMENT

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PROFESSIONAL PROFILE

Luxury retail and client experience leader with 15+ years at Jaeger-LeCoultre in China and France, spanning high watchmaking, VIC development, boutique leadership and brand experiences.

PROFESSIONAL EXPERIENCE

High Watchmaking & VIC Development Manager — Apr 2026 – Present

Jaeger-LeCoultre | Richemont | *Shanghai, China*

- Oversee high watchmaking commercial development and sales enablement across the China retail & wholesale network.
- Lead high-end product novelty launches, localise launch tools for China, coordinate orders and conduct competitor analysis.
- Elevate boutique teams' high-end product expertise through focused training and watchmaking culture development.
- Drive VIC development through bespoke journeys, Atelier d'Antoine programming and overseas VIP experiences.

Client Experience Manager | Marketing Path — Dec 2021 – Apr 2026

Jaeger-LeCoultre | Richemont | *Shanghai, China*

- Shaped China's client experience roadmap with HQ, delivering watchmaking classes, flagship activations and thematic pop-ups.
- Served as a Watch Professor and high watchmaking expert, strengthening product knowledge and watchmaking culture across the network.
- Built third-party partnerships to recruit new clients through high-end events.
- Owned the JLC High Watchmaking Community, leading a client Watch Club, nominating boutique Watch Specialists and animating via the social platform RED 'Watchbuzz' through insider-led content and engagement.

Boutique Manager, Flagship — Apr 2021 – Dec 2021

Jaeger-LeCoultre | Richemont | *Shanghai, China*

- Led the opening of the Global Flagship at K11 Art Mall and the Taikoo Li Boutique in Qiantan.
- Launched the 200 m^2 Art Déco Café pop-up, integrating café, exhibition and cinema experiences.

Jaeger-LeCoultre | Richemont | *Paris, France*

Deputy Boutique Director — Jul 2015 – Apr 2021

- Directed boutique operations and commercial performance, ranking among the Maison's five highest-turnover boutiques worldwide.
- Ranked No. 1 in boutique audits for four consecutive years.

Boutique Manager — Apr 2014 – Jul 2015

- Delivered annual turnover and KPI targets while elevating the client experience.

Asian Client Development Manager — Apr 2011 – Apr 2014

- Expanded the Asian client portfolio and high-value engagement at the Paris boutique.

Media Correspondent, France | *Freelance* — Jan 2011 – Mar 2011

Cosmopolitan China | *Paris, France*

- Interviewed beauty maisons and talents feature on consummation trends with articles to be published, eg. Cosmo "Beauty Maps in Paris."

Event Assistant, France | *Freelance* — 2010 – 2011

Lancôme | L'Oréal China | *Paris, France*

- Coordinated international events, media and talent relations, Paris Fashion Week launches and advertising programmes.

EDUCATION

Master's Degree, Management of Business & Organizations — **2009 – 2011**

Université Paris Sorbonne Nord, France | Thesis: Fine Watchmaking and Asian Consumer Behaviour (18/20)

Bachelor's Degree, Applied Foreign Languages – International Business — **2005 – 2009**

Université Paris Sorbonne Nord, France

International Exchange Programme | Punahou High School, USA | Freeman Foundation Scholarship

LANGUAGES & CORE SKILLS

Languages Mandarin Chinese (native) • English (fluent) • French (fluent)
Expertise High Watchmaking • VIC Development • Luxury Retail • Client Experience • Boutique Operations
Systems MS Office • Adobe Photoshop • SAP • DARE • Booster