

Oettinger Davidoff AG to welcome new Chief Commercial Officer



Effective the first of March, Luc Hyvernats has been appointed to become Senior Vice President Chief Commercial Officer of the world-leading producer of handmade premium cigars

Oettinger Davidoff AG, the world-leading producer of handmade premium cigars has appointed Luc Hyvernats to become new Senior Vice President Chief Commercial Officer, effective March 1, 2021. Oettinger Davidoff AG is headquartered in Basel, Switzerland.

Luc Hyvernats succeeds James Young, who left Oettinger Davidoff AG at the end of January this year after almost a decade with the company. Oettinger Davidoff AG thanks James Young for his dedication and contribution and wishes him all the best for the future.

Luc Hyvernats joins Oettinger Davidoff AG and its management team from Champagne Nicolas Feuillatte where he served as International Director, transformed the company's portfolio and structure and developed a sustainable business. Hyvernats brings 29 years of sound commercial experience in international market development of which he spent 27 years in leading positions in the tobacco industry (Imperial Tobacco, Altadis, Seita).

"With his longstanding track record of international leadership roles and extensive experience in the tobacco industry, I am convinced that Luc Hyvernats will make a significant contribution to accelerate the commercial growth of our company.

Together, with the regional business leaders, Luc Hyvernats will further enhance our company's commercial transformation to remain the best in class organization for our trade partners and consumers," says Beat Hauenstein, CEO, Oettinger Davidoff AG.

"I am very excited to join the Oettinger Davidoff family and to drive the growth of the company's strong brand portfolio in the ever-increasing challenging market environment. Together, with the teams around the globe, I am looking forward to seizing new opportunities to continue to develop the Davidoff brand, strengthen Oettinger Davidoff as the indispensable business partner to our global trade partners, while at the same time drive the company's digital transformation agenda," adds Hyvernats.