



DOMINIC BALDWIN-WEIR

LUXURY INDUSTRY EXECUTIVE • BRAND TRANSFORMATION & DIGITAL INNOVATION

Geneva Area, Switzerland | [linkedin.com/in/dominicweir](https://www.linkedin.com/in/dominicweir)

EXECUTIVE PROFILE

Experienced executive with 28 years in the luxury business including 11 years leading digital transformation at IWC Schaffhausen and worked with many of the Richemont Maisons in digital transformation and brand transformation roles. I've run global business units, built large global teams, sat on executive committees, and owned multi-million CHF P&Ls. The work I care about is the same as it was at the start: making products and experiences customers actually want and ultimately advance the business.

CORE COMPETENCIES

STRATEGIC LEADERSHIP

Global Brand Transformation, P&L Ownership, Joint Venture Governance, M&A Integration

OPERATIONAL EXCELLENCE

Data Science & Customer Insights, Global Contact Center Networks, CRM Architecture

COMMERCIAL & DIGITAL INNOVATION

Omni-channel Retail, Global E-commerce, Marketplace Strategy (EMEA/APAC)

PRODUCT & BRAND EQUITY

Product Design (Fine Timepieces & Luxury Accessories), Ecosystem Trust/Authentication

PROFESSIONAL EXPERIENCE

Digital Luxury Group | *Geneva, Switzerland*

Strategy Director

2025 – Ongoing

- **Lead client strategy for luxury and premium brands (watches, beauty, hospitality), translating market intelligence into positioning, growth, and go-to-market recommendations**
- **Direct DLG's LuxuryIQ** product development, from data and QC methodology through to client deployments
- **Run competitive and market intelligence** analysis across secondary market, search demand, social, and paid media
- **Own thought leadership on AI adoption** in the luxury sector, including internal enablement and methodology

Richemont | *Geneva, Switzerland*

Business Development Director (Transformation Office)

2023 – 2025

- **Enquirus.com:** Spearheaded the overarching strategy, global marketing, and business development for the industry-leading stolen luxury goods database, establishing a trusted ecosystem linking clients, police forces, insurers, and luxury houses.
- **Baume & Mercier:** Partnered directly with the CEO and ExCo to architect and execute a comprehensive brand turnaround, driving strategy across commercial, digital, and marketing workstreams.
- **Global Digital Marketplaces:** Evaluated, designed, and launched high-potential digital marketplace initiatives in Asia and the Middle East; negotiated critical commercial relationships and mapped end-to-end CRM and business processes.

Yoox Net-A-Porter (YNAP) Group | *Milan / London / Shanghai*

Managing Director – Fine Jewelry & Watches

2021 – 2023

- Held full global P&L responsibility for the Fine Jewelry and Watch business units across the entire portfolio (Net-A-Porter, Mr Porter, The Outnet, Yoox).
- Directed cross-functional divisions including global product curation, specialized personal shopping, operations, specialized customer service, and international sales.
- Governed commercial synergy and growth strategies for the Net-A-Porter China operation via the high-profile Alibaba & Richemont joint venture.

2016 – 2021

- 2010 – 2016

- 2005 – 2010

- 2000 – 2005

- 1997–2000

- ## EDUCATION & PROFESSIONAL DEVELOPMENT

Massachusetts Institute of Technology (MIT)	Professional Education: Applied Generative AI for Digital Transformation	2024
IMD Business School	Richemont Digital Leadership Program	2015
Brunel University London	MSc in E-Business & E-commerce	2002 – 2004
University of the Arts London (Central Saint Martins)	BA (Hons) in Product Design	1993 – 1996