



WALTER RIBAGA

Walter Ribaga, appointed General Manager of CYRUS Watches in August 2017, has had a professional career rich in experience in the sector. A man with great management and marketing skills, he is honored to be able to collaborate with a young brand with immense potential for development in the watchmaking panorama.

Born in Trento in 1956, from a very early age he was brought up in Switzerland.

An Italian-Swiss citizen, he is fluent in more than five languages and for over 35 years has lived in the watchmaking sector, of which he has mastered many aspects which range from production to supply, distribution, sales, marketing, after-sales service and

administration. He has earned numerous diplomas in management, sales and marketing from noted Swiss and English institutions, including the Swiss federal diploma in sales management.

His working career began in the sales division of IBM Switzerland and his entry into the world of watches began in 1981 as head of sales in Europe and Latin America for Certina, a company of the Swatch Group.

His highly qualified skills later offered him opportunities to collaborate with other brands like Omega, Zenith, Tag Heuer and Movado.

At Tag Heuer, Walter Ribaga was part of the management team that relaunched the brand at the international level, considerably increasing its earnings on the Latin American and European markets in just five years.

In 2006, a new challenge: Walter Ribaga joined the staff of "Maîtres du Temps" as Chief Operating Officer, supervising all the phases necessary for the production and commercialization of the company's timepieces.

In 2017 he enthusiastically undertook the position of General Manager of CYRUS Watches with the aim of expanding brand awareness and distribution at the international level to a public of true fans of the art of contemporary watchmaking.