



VICTORINOX

Pierre Salamon, Vice President, People Development (Global)
VICTORINOX AG – Global Headquarters

Prior to joining Victorinox, Pierre held positions with family-owned French Cosmetic Clarins in London and New York, and specifically with the Thierry Mugler Parfums and Azzaro Paris divisions, where his skills in brand development, business development, sales management, marketing execution, communication strategies, public relations and training played a critical part in the success of these companies. At Victorinox, Pierre served first as Senior Director of Corporate Training and Business Development for Victorinox Swiss Army, Inc in 2009, and developed a career that would impact globally Victorinox leadership development.

Pierre recalls: *“When I first met Veronika Elsener -- today Victorinox Chief Marketing Officer - in New York in 2009, I remember the question that Mrs. Elsener asked me during dinner at 11 Madison Park: How do you bring together people and motivate them to work with one another, when they come from such different product categories? I responded candidly: by getting people to know one another on an emotional level and connect by valuing their similarities and just as importantly -- their differences.”*

The rest was to execute it. The work consisted about bringing people closer with the idea to reach a common voice, synergize and develop the relevant skills to reach that goal. It was about accepting and appreciating others and their roles, their tasks their products and services, just as much as their own division. It was basically saying, “sorry, it’s not about you, it’s about us!” Pierre called out on performance and behaviors that were counter-productive to these goals, and quickly empowered leaders to embrace the new mindset. The work focused on agile leadership and building alignment throughout the entire organization.

Today, Pierre inspires and motivates global teams and engages them in accompanying the firm into strategic alignment that defines the company vision 2025. From developing and delivering strategies on how to embrace change, build trust, grow fundamental leadership skills, one-on-one coaching strategies, even high impact presentation skills in all corners of the globe, Pierre gets solicited by Presidents and CEOs and their leadership teams to help them learn and be equipped to meet the business challenges of the future. Ten years later, the journey has produced new perspectives and new understanding of how to bring about the best in people and teams and link it to results. Victorinox Headquarters Chief Human Resources Officer Robert Heinzer puts it simply: “One of Pierre’s greatest achievement is the ability to open people up and empower them to share their strengths and limitations without fear. That has created such profound energy shift that translated in added value to the business”. As one individual explained after one of Pierre’s workshop: “Pierre helped me speak truth to power, and that was a game changer.”



VICTORINOX

As Victorinox continues to evolve and make progress towards achieving its strategic business goals, the primary mechanism for growth and success which people fall back to -- time and time again -- is people development. To embed further synergies into this strategy and transformation needed to achieve these objectives has called for strategic intent and focus on how people impact the bottom-line while being valorized and recognized for their contribution and unparalleled worth.

Pierre moved to New York in June 1992 for an internship in Urban Planning at the NYC Department of City Planning, before moving to London, where he worked for 4 years in the beauty industry. He returned to the United States in 1999 to pursue his professional career and dreams. He currently resides in West Chelsea, in Manhattan.