

CHRISTIE'S ANNOUNCES

NEW LEADERSHIP FOR WATCHES AMERICAS



**Keith Davis, Head of Watches Department
Christie's Americas**



**Adam Victor, Senior Watches Consultant
Christie's Americas**

NEW YORK – Christie's announces new leadership for the Watches department of Christie's Americas with the appointment of **Keith Davis** as **Head of Watches** and **Adam Victor** as **Senior Watches Consultant**, based out the New York offices with start date effective **July 6, 2021**.

Aline Sylla-Walbaum, Global Managing Director of Christie's Luxury, comments: "We are delighted to welcome Keith and Adam to our growing Christie's Americas Watches team. This season has been an unprecedented success for the category and we see the momentum only continuing under their leadership. They both not only bring world class knowledge of horology and timepieces, but decades of experience working in the luxury sector for some of the biggest names. As we embark on the second half of the year, our global teams will continue to present a diverse array of timepieces through innovative strategies tailored to meet our clients' evolving needs."

Keith Davis, Head of Watches Department, Christie's Americas

Keith Davis has worked within the timepiece industry for the entirety of his professional career, having practical experience in nearly every aspect of the business.

Prior to joining Christie's, he served as Director of Timepieces in New York for another auction house, essential in achieving multiple world records, while increasing its revenue and market positioning for timepieces. Before entering the auction arena, Keith held management and directorial roles as Commercial Director for Vacheron Constantin N.A, overseeing the wholesale distribution for the brand in the US and Canada, and prior to that was managing multiple regions for Bvlgari N.A., while also serving as the technical watch trainer for their boutique and wholesale distribution.

His introduction to the industry started at an early age in watch repair with his grandfather, and then progressed to restoration apprenticeships in England and the US. Additionally, he has also held positions in luxury watch retail, and as a private appraiser and authenticator of vintage and antique wristwatches.

Adam Victor, Senior Watches Consultant, Christie's Americas

Based in New York, Adam Victor has dedicated the last 30 years to researching, collecting, and consulting clients and collectors on the rarest and finest timepieces. He additionally brings 25 years of luxury experience from the fashion industry where he spent half of that time as an executive for several top American houses, as well as LVMH.

With a particular appreciation for vintage watches made between the 1930's and the 1970's, Adam has chased, owned, and placed important watches in private collections and museums all over the world. Additionally, he has been a historic point of reference to some of the most prestigious watch brands and media outlets.

About Christie's

Founded in 1766, Christie's is a world-leading art and luxury business. Renowned and trusted for its expert live and online auctions, as well as its bespoke private sales, Christie's offers a full portfolio of [global services](#) to its clients, including art appraisal, art financing, international real estate and education. Christie's has a physical presence in 46 countries, throughout the Americas, Europe, Middle East, and Asia Pacific, with flagship [international sales hubs](#) in New York, London, Hong Kong, Paris and Geneva. It also is the only international auction house authorized to hold sales in mainland China (Shanghai).

Christie's [auctions](#) span more than [80 art and luxury categories](#), at price points ranging from \$200 to over \$100 million. In recent years, Christie's has achieved the world record price for an artwork at auction (Leonardo da Vinci's *Salvador Mundi*, 2017), for a single collection sale (the Collection of Peggy and David Rockefeller, 2018), and for a work by a living artist (Jeff Koons' *Rabbit*, 2019).

Christie's [Private Sales](#) offers a seamless service for buying and selling art, jewellery and watches outside of the auction calendar, working exclusively with Christie's specialists at a client's individual pace.

Recent innovations at Christie's include the groundbreaking sale of the first NFT for a digital work of art ever offered at a major auction house (Beeple's *Everydays*, March 2021), with the unprecedented acceptance of cryptocurrency as a means of payment. As an industry leader in digital innovation, Christie's also continues to pioneer new technologies that are redefining the business of art, including the creation of viewing and bidding experiences that integrate augmented reality, global livestreaming, buy-now channels, and hybrid sales formats.

Christie's is dedicated to advancing [responsible culture](#) throughout its business and communities worldwide, including achieving sustainability through net zero carbon emissions by 2030, and actively using its platform in the art world to amplify under-represented voices and support positive change.

Browse, bid, [discover](#), and join us for the best of art and luxury at: www.christies.com or by downloading Christie's apps. The COVID-related re-opening status of our global locations is available [here](#).

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Images available on request

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