

MOVADO GROUP INC.

Movado Group, Inc. Announces Ann Kirschner Elected to Its Board of Directors

July 10, 2019

PARAMUS, N.J.--(BUSINESS WIRE)--Jul. 10, 2019--

Movado Group, Inc. (NYSE: MOV) today announced that Ann Kirschner has been elected to the Company's Board of Directors, effective June 20, 2019.

Ms. Kirschner brings more than 30 years of leadership and digital technology experience to the Movado Group Board. She is the Founder and currently serves as President of Comma Communications, which provides advisory services for institutions and organizations focused on innovation in media, technology and education. Since 2018, Ms. Kirschner has been a University Professor at The City University of New York, where she is a Faculty Fellow at the Futures Initiative at the CUNY Graduate Center.

Previously, Ms. Kirschner founded and served as CEO of FATHOM, an online learning company in association with Columbia University, the London School of Economics and other leading institutions, and was also the founding co-director of the Women in Technology and Entrepreneurship (WiTNY) initiative at CUNY and Cornell Tech. A pioneer in digital technology and media and a veteran of four start-ups in cable, satellite, and online, Ms. Kirschner was the first digital strategist for the National Football League, where she co-launched [NFL.COM](https://www.nfl.com/), NFL SUNDAY TICKET and [SUPERBOWL.COM](https://www.superbowl.com/).

"We are pleased to welcome Ann to our Board and believe her background is additive to the broad experience of our existing Board of Directors. As we continue to focus on advancing our digital initiatives, we believe Movado Group will benefit from Ann's unique perspective and her dynamic experience in technology and media," Chairman and Chief Executive Officer, Efraim Grinberg stated. "We look forward to leveraging Ann's expertise as we continue to accelerate our e-commerce growth and expand our digital presence across the portfolio."

Ms. Kirschner is a graduate of the University of Buffalo, received a master's degree from the University of Virginia, and received her PhD from Princeton University, where she was a Whiting Fellow in the Humanities. She currently serves on several boards for various technology and media companies, including Strategic Cyber Ventures, Cricket Media, and Noodle Partners. She is also Dean Emerita of Macaulay Honors College at CUNY; Vice Chair of Arizona State University's EdPlus; a trustee of Princeton University, the Paul and Daisy Soros Foundation, Footsteps and nycFIRST; co-chair of the Princeton University Graduate School Leadership Council; and a member of the advisory board of WorldQuant University.

Movado Group, Inc. designs, sources, and distributes MOVADO®, MVMT®, OLIVIA BURTON®, EBEL®, CONCORD®, COACH®, TOMMY HILFIGER®, HUGO BOSS®, LACOSTE®, SCUDERIA FERRARI®, REBECCA MINKOFF® and URI MINKOFF® watches worldwide, and operates Movado company stores in the United States and Canada.

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