



Alexis Sarkissian Bio /Totally Worth It Profile

Alexis Sarkissian has been involved in the watch making scene for 2 decades after a BS in Finance and an MBA in the US. He started his career in his native Switzerland working for Piaget where he was responsible notably for the Asian, Swiss and Middle-Eastern markets. He is very familiar with Japan where he lived 3 years with his family from 2001 to 2003.

His transition in early 2004 to NY was made through the most incredible high-jewelry firm ever. The ability to mold a brand into a class structure from the unique sales approach to its own boutiques was as high a luxury experience as one could ever have.

Most recently he is credited with the commercial turnaround of Roger Dubuis in North America – his second home. Together with the Swiss headquarter of the brand, he addressed all local after-sales issues and obsolete inventory of retailers and re-established a commercial, marketing and communication presence.

Some of the things said about him are “always accessible, honest thinker, fun, sharing and hard working”. He is a loving father of three young children (10 years, 8 years and 16 months) and married for 23 years to a saint! His current endeavors all are in the watch world but his secret passion is in the motorcycle universe...

‘Totally Worth It’ was created by Alexis’ intuitive wife who came up with the name and logo. She inconspicuously placed a turquoise eye to chase negative vibes.

The name says it all, motto, credo, philosophy, and raison d’être. The brands distributed by TWI in the US and Canada are all Totally Worth It: **Linde Werdelin** (www.LindeWerdelin.com), **Armin Strom** (www.arminstrom.com), **Globe Master Watches** and **IceLink** (www.IceLinkTV.com).

The concept is to gather under one roof the best unique brands that will create passion and reaction from retailers, consumers and press. Tough times provide opportunities for the small but experienced professionals to distinguish themselves and grow; while confusion reigns and existing leaders ponder on their next step to maintain dominance.

Totally Worth It will grow through service, organization, better products and dedication to its craft in order to provide *extraordinary products to consumers with taste through passionate retailers.*