

# Barbara Khouri

Former Deputy CEO & President  
Swatch - US



Barbara Khouri is a transformational CEO and board director. She brings more than 30 years of leadership experience managing volatile turnarounds in fast-paced, entrepreneurial, and global companies, including Swatch – the largest watch company in the world. At The ExCo Group, she has mentored Fortune 200 C-suite executives in the energy, pharmaceutical, professional services, and technology sectors.

Khouri has extensive experience in Asia from her previous leadership positions. She oversaw satellite offices in Japan, Taiwan, South Korea, Hong Kong, China, and Bangladesh and has worked with clients in Japan and the Philippines.

In addition to her work at The ExCo Group, Khouri has advised private equity firms and existing management groups on growing and determining the strategic direction of their businesses. Her track record of success spans numerous industries, where she has directed all strategic, operational, and P&L for the companies she has led.

As Deputy CEO and president (U.S.) of Swatch watches, Khouri was responsible for the rapid expansion of the U.S. business. She also spearheaded all aspects of Swatch's successful global sponsorship activation of the 1996 Atlanta Olympic Games.

Previously, Khouri spent 12 years managing turnaround situations, serving as CEO and board director of Movie Star, Inc. As corporate senior vice president of Leslie Fay Companies, she led the division responsible for global licensing and acquisitions. She played a pivotal role in

overseeing the successful restructuring of the company through bankruptcy, an experience she says “every executive should go through once—and only once.”

Her additional C-suite experience includes serving as CEO and board director of the Mutterperl Group and president, COO, and board member of Esmark before that. She spent several years with International Playtex, Inc., managing her first corporate turnaround and developing her marketing and managerial skills working for Fortune 500 companies such as Revlon, Clairol Bristol-Myers, and General Foods.

While earning her MBA, Khouri was Chairman of Admissions and Financial Aid at NYU Graduate School of Business Administration. She also holds a B.S. in Biology from Tufts University. She has two grown children.



Do I recommend this experience to others – the experience of having someone like Barbara, who can help you be a better leader and respond as a more seasoned leader? A thousand times, yes. If I can get as much out of this in a packed year – new job, new organization, new manager – I can't imagine how much a leader could get with greater ability to truly focus!

– **President/General Manager,  
Fortune 50 Pharmaceutical Firm**

