

Ron Stoll

A watchmaker who lives his passion every day and believes in beauty and quality above quantity.

RON STOLL CAN'T SAY EXACTLY WHY HE went to watchmaking school. "I was going to university, and out of the blue I decided to become a watchmaker. It just seemed interesting. I didn't know anything about it." But after he finished his training, he discovered that watchmaking was not well-regarded as a profession. At the time, watchmakers in the United States were mostly doing watch repair, and barely scraping by. If he was going to make it in the watch business, he decided, "I [would] figure out a way to do it differently. And I started working like a crazy man."



That was 35 years ago, and since then Stoll has enjoyed tremendous success—first with his own company, and now as the North American president of Carl F. Bucherer watches. More importantly, he says, "I feel like I've never worked a day in my life. I love what I do."

When the opportunity arose to work with the esteemed 126-year-old Swiss company, Stoll didn't hesitate. "It's an honor to be able to associate my life with the CFB name," he says. Though the watches of the Bucherer line are beautiful, says Stoll, it's the quality of the craftsmanship that sets them apart. "Every detail is thought of before they're manufactured. The layout of the dials, their functionality; the way the hands are designed; the flow of the activation and deactivation of the chronograph mechanisms. Everything is engineered to come together." In addition, each watch is hand-assembled with old-world precision. "Mr. Bucherer believes we should build watches the way his grandfather and his father did. The quality of the product that we create is more important to us than the quantity that we manufacture."

One of the best aspects of his job, according to Stoll, is traveling the country for store events. "I love interacting with the customer. I meet people who come to events wearing their Bucherer watches, and they say, 'This is the watch I wear all the time. It's my favorite watch.' How many things in life have you purchased and a year or two years later you were just as excited about it as the day that you purchased it? Not many. People regard our watches as something very special. They're works of art, really."

35 years after embarking on a fairly risky career, Stoll's love for his work is still going strong. "I feel like a fish out of water if I'm not trying to sell or explain a new watch, or [unless] I have a broken watch in my hand. Watches," he says, "are my comfort zone." □



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