



FRANCESCO RINALDI CERONI

Global General Manager Smith Optics Inc.

Francesco Rinaldi Ceroni (born in Bologna, Italy) has been the General Manager Global of Smith Optics Inc. in Oregon USA since June 2020.

Francesco earned his undergraduate degree in Business Administration from the University of Bologna, during which he earned a one-year research scholarship on Industrial Ecology at the Erasmus University of Rotterdam, the Netherlands.

After 3 years of consulting in Italy, Francesco moved to North America in 2004. He earned his MBA in Boston, before moving to New York City. In New York, he formed part of the Leadership Team of Luxottica Wholesale North America for about 8 years, first as Head of Financial Planning & Control and successively as Head of Business Development & Sales Planning.

In 2014, he moved back to Italy to lead the Franchising Division for Sunglass Hut, further strengthening his international experience across India, Middle East, North Africa, and Latin America. After 4 years in Milan, Francesco moved to Florida USA to lead the International Development of Costa Del Mar in EssilorLuxottica.