



## **ALBERTO MACCIANI**

### **Global Head Marketing and DTC OCBs & Communication**

Alberto Macciani (born in Milan in 1969) joined Safilo Group in August 2021 as Global Head Marketing and DTC OCBs & Communication.

After graduating in Business Administration with a marketing specialization at the Bocconi University in Milan, he worked in London for over 2 years as Commercial & Marketing Associate for an auction house while studying Business Design. In 1997, he started his international career at Unilever where, for more than 20 years, he held different roles of increasing responsibilities in sales, marketing and global branding in multiple locations around the world. Roles in Unilever includes Strategy Director on Beauty Care, CMO for Unilever Italy, Global Head of Marketing and Innovation for Unilever Frozen Foods (Findus) and finally the management of Homecare and Global Vice President for Dishwash in London, where he was leading multiple projects around digital transformation and brand purpose.

In 2019, he decided to move to a start-up as CMO for Paysend, a fintech company which became a global leading player in the area of digital money.

He speaks Italian (mother tongue), English (fluent) French (good)