



## **VITTORIO VERDUN DI CANTOGNO**

### **President North America**

Vittorio Verdun di Cantogno (born in Torino in 1967) joined Safilo in June 2023 as President & Chief Commercial Officer North America.

After graduating in law at Parma University, in 1992 Vittorio started his career in Brussels, working as analyst for Databank Group and then moving to the European Commission as a consultant. In 1995 he joined Ferrero, where he covered roles of increasing responsibility within the marketing department in Europe and in the US.

In 2001 he moved to New York first to hold the role of Director of Marketing for Luxottica and subsequently became Marketing Vice President and Senior Vice President of Sales. In 2011 he was appointed Head of Latin America Region for the sunglass luxury retail chain Sunglass Hut until the end of 2013, when he left the company to cover the role of CEO at KIKO USA for almost two years before going to Eataly New York until April 2016.

Afterwards, Vittorio took charge of different roles as a board member in several branches within the Sport & Fashion Division of SONAE Group in Madrid until 2021.

After having obtained from MIT the Certificate Executive in Digital Transformation, he dedicated the past years to mentoring and consulting Endeavour (Leading Global Community Of, By, and For High-Impact Entrepreneurs) and the food-tech Start-Up Celery, other than being board member of Argo III VC from May 2022.