



## **VLADIMIRO BALDIN**

### **Chief Licensed Brand and Global Product Officer**

Vladimiro Baldin (born in Padua in 1974) joined Safilo in October 2014 as Chief Product Design and Creation Officer and was successively appointed Chief Licensed Brand and Global Product Officer in April 2018.

Before joining Safilo Vladimiro worked for Diesel S.p.A. (part of the OTB Group) as Global Director of Product Development & Design.

With a high school degree in Industrial Engineering in Textiles and Fashion Product and Production Management, he served as Product and Production manager in several Italian companies before beginning, in 1998, an extensive career at Diesel, where he held roles of increasing responsibility in R&D, Fashion & Industrial design and trend scouting, ultimately being appointed Global Director of Product Development and Design for the iconic fashion brand Diesel, which accounted, in 2014, for about 70% of the OTB Group's turnover.

Previous roles at Diesel include Creative Center Manager and R&D Coordinator, where he re-organized and integrated the Global R&D and Design capabilities, meanwhile creating and delivering, at the same time, innovative and successful products and assets which supported the geographical expansion of the brand and a progressive growth of turnover, which doubled organically under his tenure.

He speaks Italian (mother tongue) and English (fluent).