



NICOLA COSMAI
Senior Director China

Nicola Cosmai has served as Chief Strategy & Commercial Officer of AVOLT AB since 2025, with responsibility for corporate strategy, commercial development and full P&L management. In this role, he oversees the Sales, Marketing, Product and Operations functions, driving the company's international growth and the development of a scalable business model.

Previously, he served as General Manager APAC & LATAM and Head of Global Channels at Alessi S.p.A., where he held full P&L responsibility for the Asia-Pacific and Latin America cluster, overseeing commercial activities across retail, wholesale, franchising, travel retail and e-commerce. He also led the company's omnichannel transformation, contributing to significant revenue growth and improved profitability.

Between 2020 and 2021, he founded D&D Consulting, through which he advised international companies on commercial and strategic transformation projects, including the turnaround of Marcolin's business in China and the development of Alessi's strategy across Asia and the Middle East.

From 2016 to 2020, he served as Commercial Director APAC at Marcolin, with full responsibility for the regional business. Prior to this, he held the positions of Sales Director Japan & Korea and Sales Manager EMEA, building extensive experience in managing international markets, distributors and key accounts.

He began his international career in 2011 at Ferrari, where he served as Sales & Retail Manager EMEA & APAC, overseeing the development of the brand's retail, franchising and wholesale activities across Europe, the Middle East and Asia.

He is fluent in Italian and English and has conversational knowledge of Spanish, French and Chinese.