



FRANCESCO RINALDI CERONI

President & Chief Commercial Officer North America and President Smith Optics Inc.

Francesco Rinaldi Ceroni (born in Bologna, Italy) has been the President & Chief Commercial Officer of Safilo North America and President of Smith Optics Inc. in Oregon USA since June 2022.

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

Since 2020, he has been Global General Manager of Smith Optics Inc. in Portland, Oregon for two years.