



## **DAVID ANABITARTE**

### **Commercial Leader LATAM**

David Anabitarte (born in Fuenterrabia, Spain, in 1969) has been Safilo's Commercial Leader for Latin America and the Caribbean region since October 2018.

David was formerly Regional Vice President for Latin America and the Caribbean region at Marchon Eyewear.

After graduating with a Systems Engineering Degree in 1993, David moved to Miami to work in the eyewear industry, starting a new export business for the French optical industry.

Until 1995, David worked for Société Française de Lunetterie as head of the export business for Latin America and the Caribbean region, bringing to the region the French manufacturing savoir-faire and building many private label brands for major distributors and optical retail chains.

In 1998, he joined Marchon Eyewear, based out of New York, and took over the Latin America and Caribbean region. He succeeded in building strong sales and profits for the group. He moved from New York to Mexico in 2001, remaining in charge of the region for almost twenty years.

He speaks Spanish, French, English and Portuguese.