



ANDREA ZAFFIN

Commercial Officer of IMEA

Andrea Zaffin (born in Vicenza in 1970) has been Safilo's Managing Director of SAFILO MIDDLE EAST FZE and Commercial Officer IMEA since January 2019.

Andrea spent more than 25 years working in establishing and leading businesses in the Middle East and African markets in his previous position as Luxottica's General Manager for Middle East and Africa from 1999 to 2016. He joined Luxottica Group in 1999 as Middle East Area Manager, moving to Dubai in 2000 to establish the company's first subsidiary in the Middle East.

He contributed to evolving the industry's business model in the region, moving from a traditional distribution model to a modern approach that involves the direct management of key accounts, introduction of a modern supply replenishment system and development of a retail franchising model.

At Luxottica, he also covered the role of Head of SunglassHut Middle East and North Africa from 2003, managing the development of the franchising channel, and the role of Head of Oakley for Middle East and Africa from 2009, and responsible, as such, for the sports channel in the region.

He began his career in the Middle East and North Africa in 1996 as Export Area Manager for Bisazza Spa.

Andrea holds a Master's Degree in Business Management from the Ca' Foscari University in Venice.