



OSCAR CERA

Commercial Officer LATAM

Oscar Cera (born in Barcelona in 1970) graduated with a degree in Economics and Business Administration from the Autonomous University of Barcelona in 1995.

He began his career at Safilo in 2015, holding several positions of increasing responsibility in Spain, including Sales Director and Country Director for the UK and Nordics. In 2026, he was appointed Commercial Officer LATAM.

Prior to joining Safilo, he served as Commercial Director Spain at GB Foods from 2008 to 2014.

Between 1999 and 2004, Oscar worked at Bacardi, where he held roles including Key Account Manager for Spain & International Accounts and Trade Marketing Manager for Off-Trade & On-Trade in Southern Spain and the Canary Islands.

He is a native Spanish speaker and is fluent in English, Italian, and Catalan.