

DANILO PIARULLI

Chief Consumer Officer

Chief Consumer Officer in Golden Goose, reporting directly to the CEO Silvio Campara, and Executive member of the Board of Directors, Danilo Piarulli oversees on all the commercial channels, including retail, wholesale, whole session, digital and e-commerce, CRM, and omnichannel buying. His aim is to maximize the brand's business in terms of positioning and market presence, geostrategy, visibility, engagement, and conversion rate.

With a remarkable professional experience, Danilo began his career in 2000 in PricewaterhouseCoopers as Senior Auditor; subsequently he moved to Geox as Subsidiaries Controller. In 2006 he continued his career path in Novation Group as Chief Financial Officer, position he held until 2013 when he joined Golden Goose as Chief Financial Officer becoming General Manager in 2018.

Born in 1974, Danilo graduated in Economics and Business at the Università degli Studi di Udine, Italy, with a subsequent specialization in Advanced Marketing in IESE Business School, Spain.