

DANILO PIARULLI

Chief Consumer Officer

Danilo Piarulli is Chief Consumer Officer at Golden Goose, reporting directly to CEO Silvio Campara, as well as an Executive member of the Board of Directors. He oversees the overall business, including retail, wholesale, wholesession and digital channels, CRM, and omni-channel purchasing, with the aim of maximizing business outcomes in terms of market presence, geostrategy, visibility, engagement, and conversion.

With a remarkable professional experience, Danilo joined Golden Goose in 2013 as General Manager. Prior to that, he served as Chief Financial Officer at Novation Group as of 2006, and as Subsidiaries Controller at Geox as of 2004. His career began in 2000 at PricewaterhouseCoopers as a Senior Auditor.

Born in 1974, Danilo graduated from the University of Udine (Italy) with a degree in Economics and Business, and subsequently specialized in Advanced Management at the IESE Business School (Spain).