

SANDRO BAGGIANI

Chief Merchandising Officer

Sandro Baggiani is Chief Merchandising Officer at Golden Goose, reporting directly to CEO Silvio Campara, as well as an Executive member of the Board of Directors. Sandro oversees collection merchandising, operations, product development, production, logistics, and Company-owned production sites, with the aim of guaranteeing premium quality, responsible sourcing, and the value of craftsmanship, supporting business growth in line with market expectations.

Before his current appointment, in March 2017 Sandro became Chief Operations Officer at Golden Goose, which he joined in 2013 as Operations Director. Prior to that he worked at Calvin Klein, where he became Sourcing Director in 2011 after joining the company in 2008 as Production Director. Sandro started his professional career in 1984 at Macy's, where he worked for several years with increasing responsibilities.

Born in 1963, he graduated with a Master's in Degree in Economics at the Università degli Studi di Firenze (Italy).