

RUDY COMAZZETTO

Group Chief Imagination Officer

Rudy Comazzetto is Group Chief Imagination Officer at Golden Goose, reporting directly to CEO Silvio Campara. He leads the end-to-end merchandising and supply chain strategy, ensuring the right product reaches the right market at the right time through integrated planning, buying, allocation, and data-driven decision-making.

Rudy joined the Company in 2017 as Brand & Merchandising Director and subsequently served as Business Unit Director for Shoes and Accessories. He was later promoted to Merchandising Footwear Director and Head of the Design Department, a role he held until 2023, when he was appointed Chief Merchandising Officer.

Prior to joining Golden Goose, he worked at Replay, where he held the position of Brand & Product Development Director, overseeing brand and merchandising activities, style and product development, and the management of special projects.

He began his career in the sportswear industry at Diadora, where he initially served as Industrialization and Technical Department Manager, later becoming Category Marketing Manager for Cycling Shoes. He subsequently took on the roles of Product Manager and Project Leader for special projects and co-branding initiatives.

Born in 1974, Rudy graduated in Public Relations and Advertising from IULM University in Milan.