



# RAFFAELE NARDO

CHIEF DIGITAL OFFICER

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12/06/1985



## WORK EXPERIENCE

### CHIEF DIGITAL OFFICER

#### Dsquared2

2023 - Today

- eBusiness & Marketplace strategy
- Omnichannel Buying & Strategy
- CRM, SEO, SEM, DEM
- Digital Marketing
- P&L

Achievements:

- eCom in-sourcing projects (eCom, CRM, Marketing, Logistic, Team, etc.).
- Omnichannel (Multiorigin, ship from store, Click & Collect).
- eCom & App replatforming SFCC (Double Digits growth from Jun 23).

### SENIOR DIRECTOR OF E-COMMERCE & DIGITAL

#### Assos Of Switzerland

2020 - 2023

- eBusiness & Omnichannel strategy
- CRM, SEO, SEM, DEM
- Digital Marketing
- Marketplaces
- P&L

Achievements:

- eCom replatforming Magento 2.0.
- New Mobile App iOS & Android.
- eCom yearly Sales Record in 2021 with triple digits growth.

### HEAD OF E-COMMERCE & DIGITAL

#### Philipp Plein

2014-2015 / 2017-2020

- eBusiness,Marketplaces & Omnichannel strategy (All group brands: Philipp Plein, Plein Sport, Billionaire)
- CRM, SEO, SEM, DEM
- Social Media Marketing
- Digital Marketing
- P&L

Achievements:

- All group brands eCom replatforming SFCC
- Omnichannel (Multiorigin, ship from store, Click & Collect).
- eCom growth from 25 to 100+ MLN gross sales.

### HEAD OF E-COMMERCE & DIGITAL

#### Elisabetta Franchi

2012-2014 / 2015-2017

- eBusiness,Marketplaces & Omnichannel strategy
- CRM, SEO, SEM, DEM
- Social Media Marketing
- Digital Marketing
- P&L

Achievements:

- eCom replatforming Magento.
- eCom expansion from Italy to WW markets.

### E-BUSINESS ADVISOR

#### Swinger S.p.A.

(Genny, Chiara Ferragni, Versace Jeans, Just Cavalli)

2020 - 2023

- eBusiness,Marketplaces & Omnichannel strategy
- CRM, SEO, SEM



## PROFILE

Raffaele Nardo is a Chief Digital Officer with more than 10 years of experience in fashion and luxury.

During his career he managed several E-Commerce & Digital departments, some of them very prestigious as Elisabetta Franchi, Philipp Plein, Assos of Switzerland & Dsquared2. At the moment he is working in Dsquared2 as Chief Digital Officer, driving the eBusiness and developing the omni-channel strategy of the brand.

During the 2016 he was called by the I.E.D. University as Lecturer in "Contemporary Communication" for the Fashion Design Master.

In the 2017 he co-founded the first Italian E- Business association "EBAS".

In the 2018 he received the "Digital Manager of the Year" Award by Fashion Magazine & Digital Fashion Advisory.



## EDUCATION

### BACHELOR'S DEGREE

2009 - 2011



## GOALS

### DIGITAL MANAGER OF THE YEAR

2018 - Milan IT

### IED UNIVERSITY

2016 - Milan IT