

RAFFAELE NARDO

CHIEF DIGITAL OFFICER

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About Me

Raffaele Nardo is a **Chief Digital Officer** with 14+ years of leadership in luxury fashion **eCommerce**, **omnichannel transformation**, and **digital innovation**. He has led digital departments for brands including **Elisabetta Franchi**, **Philipp Plein**, **Assos of Switzerland**, and currently **Dsquared2**, where he oversees eBusiness and the omnichannel strategy.

He has a proven track record in growing global online revenues, leading international cross- functional teams, and delivering measurable results across the digital value chain, from **replatforming** to **CX personalization**. His strength lies in uniting **commercial goals**, **brand storytelling**, and **technology** to drive growth.

He has taught at **I.E.D. University** (2016), co-founded **EBAS** (2017), and was named "**Digital Manager of the Year**" in 2018 by Fashion Magazine.

Skills

- Global eCom & Omnichannel Strategy
- Digital P&L Ownership & Revenue Growth
- International Team Leadership (50+ FTEs)
- Customer-Centric approach
- Stakeholder & Change Management
- Luxury Market & Consumer Insights

Reward

2025 | Rever
TOP 100 E-COMMERCE PEOPLE ITALY

2018 | Fashion Magazine
DIGITAL MANAGER OF THE YEAR

Education

2011 | Bachelor's Degree

Languages

Italian (native), English (fluent)

Experience

CHIEF DIGITAL OFFICER — 2023 - Today

Dsquared2

- eBusiness, Marketplaces & Omnichannel strategy
- Client Services, CRM, SEO, SEM, DEM, SMM, Digital Marketing
- E-Commerce & Marketplaces P&L
- Omnichannel Buying (Online.& DOS)

Led eCommerce in-sourcing project, delivering full omnichannel capabilities.
Reversed negative business trend, achieving double-digit growth within 12 mos.
Drove a x3 increase in customer satisfaction through strategic service redesign.

SENIOR DIRECTOR OF E-COMMERCE & DIGITAL — 2020 - 2023

Assos Of Switzerland

- eBusiness, Marketplaces & Omnichannel strategy
- Client Services, CRM, SEO, SEM, DEM, SMM, Digital Marketing
- E-Commerce & Marketplaces P&L

Delivered eCommerce, Mobile App, and CRM replatforming (Salesforce).
Achieved record eCommerce yearly sales in 2021 with triple-digit growth.
Managed 31 headcount and 3 Regional Teams (US, EMEA, KR).

HEAD OF E-COMMERCE & DIGITAL — 2016 - 2020

Philipp Plein Group (Brands: Philipp Plein, Plein Sport, Billionaire)

- eBusiness, Marketplaces & Omnichannel strategy
- Client Services, CRM, SEO, SEM, DEM, SMM, Digital Marketing
- E-Commerce & Marketplaces P&L

Led omnichannel development (multi-origin, ship-from-store, click & collect).
Scaled eCommerce revenue from €21M to €145M+.
Managed 54 headcount and 4 Regional Teams (RU, US, EMEA, CN).
Rolled-out of 24+ crypto payment methdos and NFTs project to embrace Web 3.0

HEAD OF E-COMMERCE & DIGITAL — 2012 - 2016

Elisabetta Franchi

- eBusiness, Marketplaces & Omnichannel strategy
- Client Services, CRM, SEO, SEM, DEM, SMM, Digital Marketing
- E-Commerce & Marketplaces P&L

Led eCommerce WW expansion, localizing the business in the US and Russia.
Achieved sustained double-digit growth, including triple-digit growth in 2015.
Managed 28 direct reports and 3 regional teams (US, RU, EMEA).

E-BUSINESS ADVISOR — 2020 - 2023

Swinger S.p.A. (Genny, Chiara Ferragni, Versace Jeans, Just Cavalli)

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

LECTURER — 2016 - 2017

I.E.D. University

- Digital Communication course in the Fashion Design Master's program