



Marcolin USA-Viva: Strategic Leadership changes

Somerville, NJ. Jan 31, 2014

Marcolin USA-Viva today announced management and organization changes with a purpose to accelerate growth and strengthen premium customer experiences across the new global portfolio, following a successful merger of Marcolin USA and Viva International.

Fabrizio Gamberini, CEO of Marcolin USA-Viva, said: "We are evolving our new organization to enhance our Brand focus across the Marcolin-Viva integration. We are creating an organization that will be more focused on the different aspects of our business model. Marketing, Product and Sales leadership will drive the vision, strategy, and concept development. They will be responsible for leading the development of the entire experience for each segment around the Americas.

These new leadership roles will help strengthen and streamline how we operate and also support an important evolution in how we align talent and resources to better connect with customers today and in the future. We will create premium customer experiences that will give us and our clients a competitive advantage; this new model will ensure we stay focused on the Product and drive a Brand point-of-view through the business."

As a result, the following leadership changes will take place effective immediately:

Sal Rianna, currently Viva's CFO, will become Marcolin USA-Viva Optical Channel President, responsible for both the Optical Channel and temporarily for the Finance organization.

Sal, in his new role, will be supported by two Optical Channel veterans: Kelly O'Grady, now assuming the role Vice President for Trend Western USA, and Bob Dunn, now assuming the role of Vice President for Trend Eastern USA. Both Kelly and Bob are uniquely qualified to lead the effort supporting Sal's effort, as they have done successfully in the past.

Ben Wolf, Vice President Fashion, will continue his efforts in creating strong business with International Global Brands of the house.

Jennifer Orentas is moving into the role of Marcolin USA-Viva Senior Vice President Global Merchandising and will have Product Development responsibility for all regions of Marcolin USA-Viva. Jennifer will be supported by Nora Cabrera, Regional Vice President.

Candy Urbanski has been promoted to Marcolin USA-Viva Vice President of Marketing and will work closely with all segments to accelerate the ability to manage a strong Brand execution around the Americas and also globally.

Tom Seltzer will continue to lead all Retail efforts as Marcolin USA-Viva Retail Vice President across all Brand categories. Tom will also continue to oversee growth of Marcolin USA-Viva's off price retail business. Working together with Tom now is Barry Jones, who is returning to Retail as Western Area Manager. Marc Mischik will also join Tom's organization as Senior Account Executive.

Eric Allred will become Marcolin USA-Viva Latin America Senior Director. His new expanded team will include the Viva Group. Eric will have the challenge of defining the attack configuration for the largest growing region in the business.

Dan Blessing will continue to head up the Key Account business, together with Tom Albertini and Dawn Fischer.

As part of the ongoing reorganization of Marcolin USA-Viva, Timothy Parker, VP Merchandising Domestic Brands, and Jan Cory, SVP US Domestic Sales & Canada, will leave to pursue new opportunities. The company thanks both for their contributions and wishes them well.

About Marcolin

Marcolin is among the leading companies for eyewear and stands out in the luxury sector for high quality of products, focus on details and a prestigious distribution network. In 2012, the company sold approximately 5.5 million eyeglasses with more than 700 models. The portfolio of brands under license includes: Tom Ford, Balenciaga, Montblanc, Roberto Cavalli, Tod's, Swarovski, DSquared2, Diesel, 55DSL, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction and Timberland. The Group's own brands include Marcolin, National and Web.

In December 2013, Marcolin finalized the acquisition of Viva Optique, the second-ranked U.S. company in the field of eyewear, significantly strengthening its brand portfolio and the distribution structure, particularly in the U.S.

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