

Paolo Torello- Viera

Multilingual Senior Executive with 25+ year experience in the fashion industry. Successfully managed global sales, distribution and regional operations with full P&L responsibility. Excellent knowledge of Manufacturing, Wholesale and Retail dynamics from product development to manufacturing to sales, marketing and distribution. Cross cultural manager able to provide hands-on leadership while motivating large inhouse teams. Well-rounded executive with entrepreneurial approach, deeply rooted in the fashion industry, combines a result driven ethos with a human touch. Covered also institutional roles at IACC and ITA NYC.

CDI GLOBAL

2020 - Present

Partner and Senior Advisor Fashion and Leisure Industry Group

- M&A Advisory and Transaction Support Services;
- Experience with cross-border as well as domestic transactions along with complex projects involving private owners and listed companies.

LANIFICIO F.LLI CERRUTI dal 1881

2018 - 2020

CEO – Executive Board Member

Direct report to the Board of Directors managing Italian Head Company (mill and retail) and subsidiaries with global P&L responsibility, 10 direct report, > 300 employees

- Manage € 50+ mil with a 30% growth in 3YR, 50% in 5YR;
- Improve top line, profitability with breakeven first year and leading to 15% EBITDS in 5YR;
- Reduce overall costs > 20%, increase productivity > 20%;
- Reorganize the structure with 30% reduction of redundancies (SSA);
- Enforce Marketing & Com Dept. with B2B and B2C development, social media, events;
- Design factory investment plan on all areas divided by ROI and priorities;
- Certification on traceability and sustainability;
- Increase retail profitability to 12% EBITDA.

FORALL USA INC – PAL ZILERI

2014 – 2017

CEO – President Americas – Executive Board Member

Direct report to the CEO managing the US subsidiary, Canadian agency and LatAm JV with full P&L responsibility and 10+ direct reports.

- Manage \$10+ mil business with 50% growth over 3 yr;
- Improve top line (50%), profitability (20%) and cost control (20%);
- Expand distribution in North American via different channels, resulting in growth >50%;
- Develop LatAm., via new markets and existing ;
- Roll out NOS program for the Americas: merchandising, production, quality and logistics.

BVM USA INC. (Les Copains – Giambattista Valli)

2011 - 2014

CEO – Executive Board Member

Direct report to the CEO and Owner managing the US Branch with full P&L responsibility and 60 reports (6 direct).

- Manage \$ 20 mil business with 30% growth in 3 yr;
- Brought company to positive EBITDA in 2013 through sales growth, profitability and cost control
- Expand wholesale business increasing the A Store List and the overall business 30%;
- Start the online sales (Gilt – Vente Privee – MyHabit – Halsbrook – ShopBAZAAR.com);
- Manage 25 stores in S5A increasing sell-through at full retail value and profitability;

SAMUELSOHN LTD

2010-2011

CBDO - EVP

After completing the assignment in Montreal moved back to New York with the specific task of increasing the business via after sales and operational assistance to the Clientele as well as strengthening programs with tangible margin of growth.

- Develop the strategy plan with Majors (Nordstrom 45 – SFA 12 – NM 10 doors) and top Retailers;
- Manage Paul Stuart account with a 30% increase of business in 1 year to a healthy \$ 5 mil sales;
- Implement in store product training, support and sales strategy;
- Implement the In-Stock project (product assortment, inventory levels, web applications).

Paolo Torello- Viera

COO – EVP

Direct report to the CEO and Owner managing the Company with full P&L responsibility.

- Oversee manufacturing, customer service, distribution, technical design and operations leading to \$ 30 mil business;
- Reorganize manufacturing plan: cutting, sewing, finishing and quality control with significant improvements in lead time and cost reduction.

BRIONI GROUP, New York

2008 - 2009

COO – EVP Retail

As a direct report to the CEO in Italy managed the North American Retail operation with full P&L responsibility and 67 reports (12 direct and 55 indirect).

- Manage \$ 40 mil Retail business with 6 stores in the US;
- Achieved over 30% savings in 12 months while increasing profits;
- Managed strategic store openings, closings and relocations including lease negotiations;
- Reorganized inventory levels increasing profitability and revamping OTB of seasonal products;
- Roll out First Cost Appraisal program, benefiting significant savings on the import of goods.

ERMENEGILDO ZEGNA GROUP

1993 - 2007

EVP Ops & IT - Member of the Steering Committee and Officer While reporting directly to the CEO managed with a team of 27 of which 7 direct reports all aspects of IT, IP, Trademarks and Supply Chain for North America, including import and distribution of finished goods for the Ermenegildo Zegna, Longhi and Agnona brands.

- Manage Operations, IT and Supply Chain granting a \$ 150+ mil business US and \$ 15 mil Canada;
- Secured efficient merchandise & information flow throughout the Group;
- Managed internal/external warehouses adding a new 3PL; restructured internal warehouse achieving 20% in savings. Appointed a new Retail Operations Manager;
- Reduced personnel cost by 15%; implemented EDI and brought EDI in house;
- Enforced the trademark protection policy with US Customs;
- Led licensing business for fragrance, eyewear and underwear; managed the Longhi start up;
- Drove the stock program business: tripled its profitability in 4 years. (2002 -2006).

Director of Production, Outsourcing and Costing

Responsible for planning, production, sourcing, sales and logistics of Sportswear Division.

Director of Product, Production & Logistics

Developed the American Sportswear collection for the US market that generated \$40M.

II CHIOSTRO SAS, Biella, Italy

1987-1993

Founder & CEO

Sourcing services for top brands such as: Courregé J, Sanki Shoj, Sanko, Loro Piana and Zegna.

EDUCATION

- Bachelor in Management and Business Administration
- USSA Certified Coach - Spinning Certified Coach - Les Mills Sprint Certified Instructor

OTHERS

- Dual citizenship Italy and USA passport
- Languages Italian - English – French (fluent)
- Rotary Member
- President Italian American Chamber of Commerce & Nafta Area 2008-2010