



Short Profile of Silvia Azzali (CCO of Wolford AG)



Silvia Azzali, born in 1971, was appointed as Chief Commercial Officer (CCO) of Wolford starting on 1 November 2019. onwards. Her term of office extends until to 31 October 2021. In this capacity she will be responsible for the Sales & Merchandising, Marketing and Design. She was promoted from her former position as Global Sales & Merchandising Director at Wolford.

In 2011, Ms. Azzali joined Wolford as Managing Director for South Europe and moved on to Head of International Wholesale. She left for Ermanno Scervino to serve as its Global Retail, Online & Franchising Director (2016 - 2018). Before returning to Wolford in January 2019, she worked as Head of Global Retail & Franchising with Moschino.

Silvia Azzali looks back at a long career in beauty and especially in the field of fashion, starting as Head Hunter & Mystery Shopper for Trevisearch Milan (1998 to 2000). In 2000 & 2001 she worked for Gucci in Recruitment & Training, then moved on to Dolce & Gabbana as Europe Retail HR Manager (2002 - 2004).

Following her HR positions, she decided to focus on sales and gained experience with brands such as Trussardi in Retail Management (2005 - 2007), L'Occitane en Provence as Country Manager Italy (2007 - 2009) and La Perla as Retail Director Europe & Worldwide Top Doors (2009 - 2011).

Originating in Italy, Silvia Azzali studied Philosophy at the University of Parma in 1991 and received a scholarship for a Master's degree programme in HR Management in Milan in 1996.