

FILIPPO PUSTETTO NAMED BLACKFIN GLOBAL SALES DIRECTOR

July 2019 - Pramaor, the Agordo-based (Belluno, Italy) company specialized in the manufacture of high-end titanium eyewear under the Blackfin brand, has named Filippo Pustetto global sales director, as of July 8. Reporting directly to CEO Nicola Del Din, the new manager will define and implement a sales strategy consistent with the company's growth, sales and profit objectives, through the development and management of a sales force currently made up of 30 direct sales agents and 25 distributors in 35 countries.

"We are convinced that Filippo is the right person to work with the company on the growth plan we have developed and are implementing, based on the industry plan in effect through 2022. With in-depth experience in Italy and abroad, especially the management of brands with different distributions and positioning, Pustetto is a professional with breadth and depth of vision as well as practical knowledge of Blackfin and our brand's potential in the international designer eyewear sector," remarked Del Din.

"Initially, I was intrigued and then won over by Blackfin because it encompasses all of the elements in which I believe and upon which I try to base my work ethic: vision, passion and courage, on one hand; product, consistency and balance on the other. I am excited to set out on this new adventure with an enthusiastic and realistic approach to lead the company – working with the team – to the short- and medium-term goals we have set for ourselves," commented Pustetto.

Forty-four years old, native to Treviso, Pustetto spent 17 years at Safilo in various sales positions. Initially, three years in exports, managing distributors in the East European and Turkish markets; followed by 8 years as sales director in the Spanish branch and, the last 3 years as country manager for the Italian market, after a three-year interlude in the brand arena as distribution manager for proprietary and licensed brands.

Having strengthened the production department in 2017 by bringing in Ivo Benvegnù as Chief Operations Officer, and the marketing department in 2018 with Simone Favero as Marketing Manager, the company brought Pustetto on board, with his extensive international experience in the eyewear industry, as part of a strategic development plan that calls for the expansion and strengthening of the sales division with the aim of positioning the brand in the high-end market segment.

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