

## Pandora Hires Head of Retail Operations



Pandora has named Massimo Basei as its new chief of retail operations as part of its Phoenix strategy to accelerate demand for the brand.

Basei was promoted from the position of general manager, southern Europe, Middle East and Africa, Pandora said Monday. He will be responsible for all global retail businesses across the Danish jeweler's 6,500 points of sale. That includes network expansion, franchise relations, omni-channel experience, store development and global merchandising.

"We are executing on our growth strategy at high speed," said Pandora CEO Alexander Lacik. "With this change, we accelerate our efforts to bring an even better experience to millions of customers around the world. Over the past 13 years, [Basei] has established Italy as one of Pandora's largest markets and built an exceptionally strong position for the brand."

Basei will begin his new role on April 1 and report to Lacik. Sara Bergiotti, who is currently sales director of the southern Europe, Middle East and Africa cluster, will take over as general manager. Meanwhile, as part of the reorganization, Martino Pessina will step down as chief commercial officer.

*Image: Massimo Basei. (Pandora)*