

Name: Valerio

Surname: Rocchetti

Role: E-commerce, Retail & Licensing Director

Place of birth: Terni, Italy

Born in Terni on May 17, 1984, Valerio is the third and the last son of the family. His two older brothers make him eager to grow and face new experiences, and for this reason he starts school a year early, despite his parents' dubiety.

He graduated in Management Engineering in December 2005 and at the age of 21 he decided to undertake his first job experience as an Intern in Cineca, an important company based near Bologna. After a couple of years in the consulting area, he decide to finish that experience and to complete the study plan with a Retail Management Master, organized by the University of Parma. At the end of the Master Degree he works for 1 year in Conad Italia in the Private Label function, for 8 years in YOOX NET-A-PORTER GROUP where he holds multiple roles of increasing responsibility in the Sales Departement, and then he moves on to Slam Jam as Head of BU Direct to Consumer.

Valerio has always been passionate about football and from January 2020 he joins AC Milan where he holds the role of E-commerce, Retail & Licensing Director.