

Davide Grasso

Chief Operating Officer of Maserati



Davide Grasso was named Chief Operating Officer (COO) of Maserati and appointed a member of the Group Executive Council (GEC) in July 2019.

He is responsible for overall commercial and financial performance and, as COO, drives the operating success of the brand across all global markets.

Previously, Mr. Grasso served as Chief Executive Officer for Converse, Inc., a subsidiary of Nike, Inc., where he engineered the iconic brand for long-term sustainable growth.

Mr. Grasso has held a series of positions with increasing responsibility within Nike including Chief Marketing Officer. He also has led teams in Europe, the Americas and Asia. He joined Nike in 2001.

Mr. Grasso holds a master's degree from Bocconi University – Milan Graduate School of Management and a bachelor's degree in business and economics from the University of Turin.

He was born in Turin, Italy.