

# SNAIDERO USA NAMES ALBERTO SNAIDERO NEW CEO AS COMPANY CELEBRATES 40TH ANNIVERSARY

**NASDAQ LIVE FEED**  
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Los Angeles, CA, Jan. 16, 2019 (GLOBE NEWSWIRE) — **Snaidero USA** the exclusive distributor of Snaidero’s made-in-Italy luxury kitchen cabinets in the Americas has named Alberto Snaidero as its new CEO, succeeding his father Dario Snaidero, who is also the company’s founder and President. The move comes as the company celebrates its 40<sup>th</sup> anniversary and the milestones achieved in those four decades – from its beginnings in Toronto, Canada and the subsequent relocation of its headquarters to Los Angeles to becoming the leader in North-American imports of European kitchen cabinets.



In the new role, Alberto continues the family legacy upon which the business is built. From a young age, Alberto was exposed to the world of kitchen design and the art of Italian craftsmanship through both his father and his grandfather, Rino (the founder of Italian kitchen manufacturer, Snaidero). Alberto formally joined Snaidero USA ten years ago, fresh out of college, and dedicated himself to learning every aspect of the business. He soon started making his mark, building important relationships with prestigious luxury residential developers and growing the company’s Multihousing activity on the West Coast through the acquisition of new projects. At the end of 2017, he was promoted to Chief Operations Officer.

Now, as the new CEO, Alberto is eager to lead Snaidero USA into the future and build upon the successful brand his father, Dario has created. That includes:

- Expanding the company’s retail network (now standing at 20 showrooms, including 3 corporate flagships).
- Continuing to bring the finest Italian design into high-end multi-housing developments all over the Americas (adding to the current tally of over 46,000 units installed in 190+ projects).
- Focusing more and more on product offers catered to the unique needs and design aesthetics of Snaidero USA’s ultra-affluent clientele. This is a project that started last year with the introduction of ELEGANTE Bespoke; the company’s first kitchens and baths cabinetry collection available exclusively for the Americas which was met with great enthusiasm.

Alberto sees himself as being able to bridge between the past, present, and future of the company. “It’s important for me to honor my Italian heritage – which is a big part of our brand – while utilizing my “American upbringing”. I moved to the United States at a young age after my father Dario started Snaidero USA, so I understand the American mentality and the market needs. At the same time, I want to continue the family business philosophy, which has always been centered around the people who work for the organization. We take pride in our employees’ loyalty, as most of them have been with the company for 10, 20, and even 30 years. This continuity is central to our ability to deliver the excellent customer service that is part of our brand promise.”

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## About Snaidero USA

For 40 years, Snaidero USA has been the exclusive distributor of Snaidero’s (Italy, est. 1946) luxury kitchen cabinets in the Americas and today is the leader in North-American imports of European kitchen cabinets. Through a retail network of 20 showrooms, the family-owned and -operated company offers affluent and ultra-affluent homeowners the best of made-in-Italy cabinetry design; a vast collection of kitchens created by world-renown architects and designers such as Pininfarina, Massimo Iosa Ghini, and Michele Marcon. The kitchens, which have gathered a total of 30 international design awards (including 16 GOOD DESIGN™), are made with eco-friendly and non-toxic materials through production processes with limited impact towards the environment. The *Snaidero USA Living* collection complements the kitchen offering with high-end furniture for bathrooms and closets, all 100% made in Italy.

Snaidero USA also supplies cabinetry for the luxury multi-housing industry, partnering with top developers like Howard Hughes Corporation, Fortune International Group, Turnberry, AEG, ASPAC Developments and the CMC Group, for over 190 projects completed to date. For more information, please visit [www.snaidero-usa.com](http://www.snaidero-usa.com). Follow @Snaiderousa on [Facebook](#), [Twitter](#) and [Instagram](#).

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