

Nicoletta Ascari

Bibliography

Nicoletta Ascari is an expert in product and marketing with over 19 years of experience in the natural stone industry. Specializing in Business Development, Product Management, and Marketing, she has worked across both commercial and residential sectors.

Most recently, Nicoletta led the Natural Stone Tile and Mosaic category at Dal-Tile, managing product strategy and positioning for brands like Marazzi, Daltile, and Mohawk. She has a strong track record of identifying market needs, managing global supplier relationships, and implementing quality standards to drive customer satisfaction.

Continuing Education Training

Nicoletta's CEU expertise stems from her extensive experience in the natural stone industry. As the owner of StoneLegend.it, she delivers engaging presentations on global trends, sustainable sourcing, and innovative design applications of natural stone, offering attendees practical insights and strategies for their projects.

Contacts

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Education

Nicoletta holds a Bachelor's Degree in Business from the University of Bologna, Italy, and an MBA from Phoenix University. Her extensive leadership experience, coupled with her strategic and creative problem-solving skills, make her a valuable asset to any organization in need of expert guidance in navigating the complexities of product development and marketing in the natural stone industry.

