



IACOPO LORENZO PAZZI  
Executive Vice President EMEA

Degree in Chemical Engineering from University of Rome "La Sapienza"

After a short experience with Fichet SA, in 1998 Iacopo joined Procter & Gamble where he developed his career covering different roles in Marketing and Sales. He started out in Italy as Product Research Manager and then as Assistant Brand Manager Home Care. In 2002, he moved to Switzerland as Brand Manager Laundry Southern Europe. He came back to Italy in 2005, to later be appointed Commercial Associate Director Health, Beauty and Grooming. In 2013, he moved to Kenya, to take on the role of Managing Director East Africa & West Africa Market Expansions. He joined the Amplifon Group in April 2016 as Executive Vice President EMEA.