

# IACOPO LORENZO PAZZI

## EXECUTIVE VICE PRESIDENT EMEA

Iacopo graduated in Chemical Engineering from La Sapienza University of Rome. He started his career with a short experience at Fichet SA, and then, in 1998, joined Procter & Gamble, where he held various positions in marketing and sales until 2016. Initially in Italy as Product Research Manager and then as Assistant Brand Manager Home Care.

In 2002 he transferred to the Switzerland office as Brand Manager Laundry Southern Europe to then return to Italy in 2005, where he was appointed Commercial Associate Director Health, Beauty and Grooming. In 2013 he transferred to Kenya as Managing Director East Africa & West Africa Market Expansions.

Iacopo joined Amplifon in April 2016 as Executive Vice President EMEA.