

The National Italian American Foundation Honorees

Giuseppe Lavazza

NIAF Special Achievement Award in International Business

Vice Chairman Luigi Lavazza S.p.A.

Giuseppe Lavazza was born in Turin on June 4, 1965. He graduated from the University of Economics in Turin in 1990 with a thesis on Complements of Mathematics for Economists.

In 1991, he joined Luigi Lavazza S.p.A.'s Board of Directors as the first member of the fourth generation of the Lavazza family. At the same time, he worked in the commodities field for the firm of Phillip Brothers in London.

After this experience, he came back to Turin and started to work in Lavazza's financial sector, moving then to other areas with different roles. In 2005, he was appointed strategic marketing director. In 2008, he became vice chairman of the company.

He is also Board Member of the Giuseppe and Pericle Lavazza Foundation, which develops international sustainability projects in coffee-growing countries, while also striving to support initiatives in the fields of health, social care, and protection of the environment, both in Italy and abroad.

He's member of the Steering Committee of International Coffee Partners and co-chairman of the Coffee & Climate project, whose aim is to identify new strategies to mitigate the impact of climate change on the entire coffee industry, as well as encourage sharing of good agricultural practices.