



## **Joseph R. Profaci Named Executive Director of the North American Olive Oil Association**

*Brings 25 years of experience as food products attorney and business manager*

**NEPTUNE, N.J. – Oct. 6, 2017** – The [North American Olive Oil Association](#) (NAOOA) today announced that following an extensive national search it has named experienced food products attorney and business manager Joseph R. Profaci executive director of the organization. Mr. Profaci brings 25 years of experience in the olive oil category, most recently serving as general counsel for Colavita USA, LLC, a leading importer and distributor of Italian specialty food products. In addition to having significant industry experience, Mr. Profaci has long been an active member of the NAOOA, serving as the organization’s chair from June 2015 – June 2017.

“Those of us who have had the opportunity to work with Joe over the years appreciate his deep knowledge of the olive oil industry, as well as the overall business acumen and leadership abilities he brings to this role,” said Don Griego, NAOOA chairman. “As the NAOOA continues its efforts to educate North American consumers about the benefits of olive oil, we feel that Joe’s talents and abilities are a great fit to lead our organization forward.”

In addition to his work in the olive oil industry, Mr. Profaci previously founded a food marketing company and worked for major national and international law firms on intellectual property and antitrust matters. He holds a J.D. from the New York University School of Law, where he served as co-editor-in-chief of the *Annual Survey of American Law*, and a bachelor’s degree from Harvard College.

“This role is the culmination of my 25 years in the olive oil business, and I’m truly thrilled to be leading the NAOOA at such a critical time for our industry,” said Mr. Profaci. “We want to make sure North American consumers know about the incredible health benefits and great taste of olive oil, as well as ensuring they have total confidence in the products they’re buying.”

Mr. Profaci will start as the NAOOA’s executive director on Oct. 16, 2017.

### **About the North American Olive Oil Association**

Established in 1989, the North American Olive Oil Association is a trade association of marketers, packagers and importers of olive oil in the United States, Canada and their respective suppliers abroad. The association strives to foster a better understanding of olive oil and its taste, versatility and health benefits. For more information, visit [www.AboutOliveOil.org](http://www.AboutOliveOil.org) and [www.OliveOilConference.com](http://www.OliveOilConference.com).