

## CURRICULUM VITAE

### **PERSONAL INFO**

**Name:** Massimo VITTORI

**Nationality:** Italian

### **PRESENT POSITION**

- *Secretary General, ORIGIN-GI*



### **EDUCATION AND TRAINING**

Mr. Vittori holds an LL.M. in Intellectual Property from Turin University and a Master's Degree in International Law from the Graduate Institute of International and Development Studies of Geneva. He wrote various publications in the field of Intellectual Property Rights and Geographical indications as well as Business Law.

### **WORK EXPERIENCE**

Massimo Vittori is currently the Secretary General of oriGIn, the global coalition of Geographical Indications' (GIs) producers. OriGIn main's objectives are to secure a more effective legal protection for GIs both at national and international level and to promote GIs globally as a tool for sustainable development.

Mr. Vittori previously worked as legal advisor at the UN/WTO Agency "International Trade Center" – where he was responsible for various projects focused on business law harmonization, model contracts and alternative dispute resolution mechanisms. Mr. Vittori has also worked for the "Intellectual Property Rights and Investments" program of the "United Nations Conference for Trade and Development".