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**THE FRAGRANCE FOUNDATION NAMES**

***2025* *CIRCLE OF CHAMPIONS* HONOREE**

**JERRY VITTORIA,**

**CHAIRMAN OF THE FRAGRANCE FOUNDATION BOARD AND**

**PRESIDENT OF GLOBAL FINE FRAGRANCE, DSM-FIRMENICH**

NEW YORK – August 29, 2025 – The Fragrance Foundation (TFF) announces today that its Chairman of the Board and President of Global Fine Fragrance, dsm-firmenich, **Jerry Vittoria,** will be this year’s honoree who will receive the industry’s prestigious **Circle of Champions Award**. One of the highest honors in fragrance, the Award recognizes and celebrates leaders who have made significant contributions throughout their career to the growth and innovation of the American fragrance industry. Making this year’s award extra special, is the decade of service Jerry has dedicated himself to as Chairman of the TFF Board and the culmination of a 35-year long career at dsm-firmenich in 2026. A cross-section of the category’s most prominent players from brands to fragrance houses and retailers will gather on **Monday, November 3rd in NYC** to celebrate Jerry’s achievements during a special ceremony.

TFF President, Linda G. Levy said, “Recognizing Jerry Vittoria for the outstanding work he has done to move our industry forward and steward the Foundation is truly one of the high points for the entire TFF organization and the history of the Circle of Champion Awards. Throughout his career and his time at The Fragrance Foundation, he has been a true champion of American fragrance, embracing the community from its perfumers to the consumer. Presenting this Award to Jerry in November is a testament to his enduring impact on the industry, his integrity and leadership."

“I am deeply honored by this distinguished recognition by the TFF Board and membership. To be on the receiving end of one of our organization’s most notable awards will be a full circle moment come

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November. Being a part of such a dynamic industry and serving an organization that continues to innovate and evolve with the category’s exponential growth, has truly been a rewarding experience,” commented Jerry Vittoria, board chair of The Fragrance Foundation and president of Global Fine Fragrances, dsm-firmenich.

**About The Circle of Champions**

Launched in 2000, the Circle of Champions celebrates the life and career of an industry icon who has made notable contributions to the advancement of the American fragrance industry. With the inaugural award going to Leonard A. Lauder of the Estée Lauder Companies, the Circle of Champions has inducted 25 visionary leaders through the years from the worlds of fragrance, fashion, retail and media. In 2020, no Awards were held due to the pandemic and in 2021, the Circle of Champions honored two individuals, Professors Virginia Bonofiglio and Stephan Kanlian of The Fashion Institute of Technology.

**About Jerry Vittoria**

Jerry Vittoria joined The Fragrance Foundation Board in 2006 and was then elected Chair in 2016, serving on the Executive Committee. Jerry’s induction into the Circle of Champions will mark the 26th Circle of Champion Award to be presented.

His extraordinary career began at Firmenich in 1990 when he joined as Account Director. He was appointed General Manager for Fragrances in the UK and then moved to the US with roles of increased responsibility leading him to President Fine Fragrance North America in 2010. Thereafter, he was promoted to Head of Fine Fragrance in 2017. Following 35 years at dsm-firmenich, Jerry will retire from the company on July 1, 2026, returning to New York with his family.

**About The Fragrance Foundation**

The Fragrance Foundation (TFF) is the industry’s preeminent organization that celebrates fragrance creation from the people to the products that bring captivating scents to life. With its mission to inspire the world to discover the passion and artistry of fragrance, TFF sets standards of excellence for the industry and embraces the diversity of the marketplace. As the premier resource for the industry and consumer, TFF informs and inspires through education and events. A not-for-profit trade association, the Foundation counts 150+ of the nation’s most foremost fragrance brands, fragrance houses, and retailers as its members, expanding its roster to include smaller independent brands.

Founded in 1949, The Fragrance Foundation continues its commitment to growing its diverse community, amplifying opportunities in the fragrance space, and engaging the fragrance enthusiast. For more information, please visit [www.fragrance.org](http://www.fragrance.org) and our social channels including @FragranceFoundation on Instagram, Facebook and YouTube.

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**About dsm-firmenich**

As innovators in nutrition, health, and beauty, dsm-firmenich reinvents, manufactures, and combines vital nutrients, flavors, and fragrances for the world’s growing population to thrive. With our comprehensive range of solutions, with natural and renewable ingredients and renowned science and technology capabilities, we work to create what is essential for life, desirable for consumers, and more sustainable for the planet. dsm-firmenich is a Swiss company with dual headquarters in Kaiseraugst, Switzerland and Maastricht, Netherlands, listed on the Euronext Amsterdam, with operations in almost 60 countries and revenues of more than €12 billion. With a diverse, worldwide team of nearly 30,000 employees, we bring progress to life every day, everywhere, for billions of people. [www.dsm-firmenich.com](http://www.dsm-firmenich.com/)

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