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## **Bertazzoni S.p.A. Appoints New Chief Executive Officer of Bertazzoni North America**

*Sixth-generation global appliance manufacturer taps Kevin Headley, formerly of Sub-Zero Group, Whirlpool, and Rinnai, to oversee development of U.S. Subsidiary*

GUASTALLA, ITALY (December 9, 2025) – [Bertazzoni S.p.A.](#), the six-generation, family-owned Italian appliance manufacturer, has named Kevin Headley as Chief Executive Officer of Bertazzoni North America, Inc. Headley, who brings 24+ years of success within the consumer durable goods industry, will lead the brand's development in the United States.

"We are the oldest family-owned appliance company in the world, and as such, we are incredibly thoughtful about every new hire and appointment," says **Paolo Bertazzoni, CEO of Bertazzoni S.p.A.** "Kevin's deep experience in luxury appliances and retail and his sharp industry acumen make him a perfect fit for this key leadership role in one of Bertazzoni's largest global markets."

Headley was appointed earlier this week to the position by the Board of Directors of Bertazzoni North America. Previously, Headley held sales leadership roles at Sub-Zero Group, Whirlpool, and Rinnai.



"Bertazzoni is poised for exponential growth in the U.S., and I am honored to join the company at such a pivotal moment," said **Kevin Headley, CEO of Bertazzoni North America.** "The brand's craftsmanship, engineering excellence, and commitment to authentic Italian design have made it a favorite among interior designers and discerning consumers alike. I look forward to working with our talented team and valued partners to accelerate our momentum and further strengthen our presence across the market."

Since entering the U.S. market in 2005, Bertazzoni has become a trusted name among interior designers, builders, and luxury kitchen professionals across the country. Bertazzoni opened its first American flagship showroom in 2022: Casa Bertazzoni, a 2,000-square-foot experience center in San Francisco's Design District that showcases the full suite of Bertazzoni appliances in person. The brand's innovation in design, performance, and manufacturing, rooted in its 140-year Italian heritage, continues to shape its growing product portfolio, including precision-engineered cooking appliances, premium refrigeration, and stylish finish options.

Under Headley's leadership, Bertazzoni North America plans to expand distribution, release exciting new product offerings, and elevate support for trade partners and consumers nationwide.

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### **About Bertazzoni**

Founded in Guastalla in 1882, Bertazzoni is one of the most dynamic and innovative companies in the kitchen appliance market. Currently led by the fifth and sixth generations of the Bertazzoni family, the company is represented in over 60 countries and has doubled its size over the past 10 years. Bertazzoni has received numerous recognitions for quality of manufacturing and product design, awarded from prestigious institutions and programs including the Interior Design Best of Year Awards, Best of KBIS, AD's Great Design Award, Green Builder Media Sustainable Products of the Year, KBB Product Awards, The Architect's Newspaper Best of Products Awards, GOOD DESIGN® Awards, and GREEN GOOD DESIGN® Awards. In 2025, the National Kitchen and Bath Association (NKBA) inducted Paolo Bertazzoni, CEO of Bertazzoni, into its Kitchen & Bath Industry Hall of Fame.

For more information visit: [www.bertazzoni.com](http://www.bertazzoni.com).