

Barbieri Strengthens Its Leadership Team for the Next Phase of Growth

Long-time COO Viktor Lazzeri appointed COO and Co-Managing Director alongside Stefan Barbieri and Markus Barbieri

Bressanone, Italy, July 2026

Barbieri electronics is strengthening its leadership team as the company prepares for its next phase of development. With Viktor Lazzeri, who has played a key leadership role within the company for many years and is well known to customers and partners as Chief Operating Officer, Barbieri has appointed him COO and Co-Managing Director, further strengthening its leadership capacity to support innovation, international growth and even closer customer relationships.

In his new role as COO and Co-Managing Director, Viktor Lazzeri will further strengthen the company's operational leadership, international business development and collaboration with customers and partners, helping drive Barbieri's continued growth as a global technology company serving the digital printing industry.

"This is more than an organizational change. It is an important step in preparing Barbieri for the future," said Stefan Barbieri, CEO of Barbieri electronics. "Our markets, technologies and customer requirements are evolving rapidly. By expanding our leadership capacity, we are creating the foundation needed to remain innovative, responsive and close to our customers."

Viktor Lazzeri commented:

"I am grateful for the trust placed in me and look forward to contributing to the continued development of Barbieri. We have a strong technological foundation, an experienced team and close relationships with customers and partners around the world. My objective is to help turn these strengths into efficient processes, clear priorities and sustainable growth."

The strengthened leadership structure also supports Barbieri's long term commitment to intelligent color measurement solutions for professional digital printing. The company will continue to invest in measurement technology, software integration, automation and services that enable customers to achieve reliable and repeatable color quality across a wide range of materials and printing applications.

As an independent, family owned technology company, Barbieri remains committed to its long term vision: delivering innovation, technical excellence and trusted partnerships to customers around the world.

About Barbieri electronics

For over 40 years, Barbieri has been developing innovative color measurement solutions. Today, the company is recognized as a technology leader in intelligent color measurement for professional digital printing.

Headquartered in Bressanone, Italy, Barbieri develops and manufactures intelligent spectrophotometers used worldwide for color management and color quality control across applications including textiles, signage, packaging, industrial printing and other demanding digital printing environments.

The company works closely with software developers, technology partners, OEMs and distribution partners around the world to advance intelligent color measurement.

Foto:



Barbieri's leadership team (from left): Markus Barbieri, Stefan Barbieri and Viktor Lazzeri

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