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NCA Promotes Matthew Cariani to Director of Education, Research, and Innovation

Newly created role recognizes unique skillset and insight brought to team

June 1, 2023 – NEW YORK – The National Coffee Association (NCA) announced today that Matthew Cariani has been promoted to Director of Education, Research, and Innovation.

In his new role, Mr. Cariani will continue to grow NCA's educational programming and market research, including our webinars program, Convention programming, and National Coffee Data Trends Market Research Series. In addition, Mr. Cariani's unique position as an innovator and problem solver will help guide the NCA into the future using new tools and tactics in alignment with the organization's forward-looking Strategic Plan.

"We couldn't be happier with the work Matt has done to transform our organization over these past 10 years," **said William "Bill" Murray, NCA President and CEO.** "His work ethic, intellectual curiosity, and unique professional and educational background have made him an essential asset to the organization. With this promotion, we aim to recognize his many and unique contributions to our growing association and industry."

Robert Menos, NCA Board of Directors chair, also praised the decision, saying, "Having worked with Matt for many years, I know firsthand the critical role he plays in shaping the future of the NCA. I look forward to seeing what he accomplishes next with this well-deserved promotion."

Mr. Cariani has been with NCA since May 2013 and is based out of the NCA headquarters in New York City's Financial District.

For more information, contact media@ncausa.org

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About the National Coffee Association

The National Coffee Association of U.S.A., Inc. (NCA), established in 1911, is the leading trade organization for the coffee industry in the United States. The NCA is the only trade association that serves all segments of the U.S. coffee industry, including traditional and specialty companies. A majority of NCA membership, which accounts for over 90% of U.S. coffee commerce, comprises small and mid-sized companies and includes growers, roasters, retailers, importer/exporters, wholesaler/suppliers, and allied industry businesses. Please visit ncausa.org to learn more.