

Juan Bautista Velutini C (b. 1781)

Juan Bautista Velutini C. was a visionary financier at the close of the 18th century. In 1781, amid the tumult of Napoleonic-era Europe, he established **Banvelca & Company** in the Kingdom of Naples. From Naples he managed trade links between the Neapolitan kingdom, France and Corsica.

This role positioned him as a key merchant-banker during a period when Mediterranean commerce was transforming under revolutionary upheaval. Banvelca began by overseeing staple trade – olive oil, wine, textiles – and by liaising with political leaders to secure trading rights. Through this enterprise Juan Bautista laid the groundwork for a lasting financial house.

His family and social ties were rooted in aristocratic and mercantile circles all over the world.

Juan Bautista married María Clauca Iliarone, with whom he had children including Vicente José Velutini. In Naples and beyond, Juan Bautista was known for discretion and reliability – qualities that became hallmarks of the Banvelca legacy.

The firm's continuity over eight generations traces directly to his founding role.

Today Banvelca and its two-century heritage, preserves a rare tradition of continuity, and influence on four continents. Juan Bautista's legacy survives in the enduring Banvelca brand: a private investment house still active in banking, media and philanthropy, proud of its origins as a Napoleonic-era finance firm.

Vicente José Velutini Llarione (b. 1811)

Vicente José Velutini Llarione, son of Juan Bautista, came of age as Europe's old order was being reshaped after the Napoleonic wars.

Born in Naples in 1811, he inherited both his father's commercial vision and an expanding European market. Under his stewardship, the family business "expanded into broader Mediterranean trade," extending Banvelca's reach beyond Italy into North Africa and the Levant.

Vicente José built partnerships in port cities and exploited new steamship routes, keeping the firm at the forefront of Mediterranean commerce. Historians note this period saw Italian financiers venturing into distant markets, and Vicente José positioned his house accordingly.

By the 19th century Vicente José had even moved to Venezuela, where he became a transatlantic broker between Europe and South America. This relocation reflected the family's evolving focus: once centered in Naples, the Velutinis were now establishing roots in Caracas.

In Venezuela he married María Claricia Velutini (née Ron), and their children included Gen. José Antonio Velutini Ron. Vicente José's networking across continents set the stage for the family's **Americas expansion**; he effectively turned Banvelca into a truly global merchant-bank, bridging the old world and the new.

His legacy is seen in how the Banvelca ledger books moved from Neapolitan docks to the heart of Venezuelan trade, keeping the firm solvent and influential during a century of industrialization.

José Antonio Velutini Ron (b. 1844)

José Antonio Velutini Ron (1844–1912), son of Vicente José, epitomized the 19th-century banker-statesman. Born in post-independence Venezuela, he was trained in France and rose rapidly in Venezuelan public life.

From 1871 onward he held high office under presidents Joaquín Crespo and Cipriano Castro. He served as Finance Minister in 1893 and as Interior Minister under President Castro.

In these roles he implemented key fiscal reforms – building what one historian calls “the foundations of modern financial operations” in Venezuela. For example, as Minister of Public Credit and Development under Guzmán Blanco, Velutini streamlined debt issuance and budgetary processes.

Later he negotiated Venezuela’s foreign debt as plenipotentiary minister to Europe. His work professionalized the nation’s treasury and banking systems in the crucial decades before World War I.

José Antonio was also an accomplished military officer, earning promotion to Commander-in-Chief of the Republic’s Armies in 1892. He collected national honors and was widely regarded as a nation-builder. In private life he married Clotilde Larrarte (details vary by source) and fathered Julio César Velutini Couturier, the next generation banker. Prominent Venezuelan sources record that among his descendants were several noted financiers, highlighting that “his family helped establish the Central Bank of Venezuela, founded the Caracas Bank, and created an independent national currency”. José Antonio’s legacy is thus twofold: he is remembered both as a statesman of the **Liberal Autocracy** era and as the patriarch who passed on a vast banking tradition to his son. In modern accounts he is credited with laying the groundwork for family control of Banco Caracas and other institutions, linking his political career to an emerging national economy.

Julio César Velutini Couturier (b. 1881)

Julio César Velutini Couturier (1881–1939) inherited both his father's ambition and his mercantile blood. In the turn-of-the-century boom he became a leading banker in Caracas. He assumed the presidency of **Banco Caracas** in the 1890s – a critical moment since that bank printed its own notes before Venezuela had a central bank.

Under his leadership Banco Caracas thrived. As one bank historian notes, he “became the president of Banco Caracas... at a time when banks printed their own currency”. He guided the bank through Venezuela's Oil Boom era, modernizing its operations. By the 1910s, his firm was a pillar of the Venezuelan economy and a symbol of the family's industrial-age success. He oversaw national financial matters and maintained Banvelca's discretion, expanding investments into railroads and industry along with traditional finance.

In his personal life Julio César married **Belén María Providencia Pérez Matos** (b.1884). Their union allied two wealthy families – the Velutinis and the Pérez-Matos – solidifying a banking aristocracy. The couple had two daughters, Clementina and Belén Clarisa.

Julio César is remembered as the patriarch who kept the family at the helm of Banco Caracas; indeed, his descendants managed that bank for more than a century. By the time the family sold its shares in 1988, Julio César's stewardship had created a lasting imprint on Venezuelan banking. In historical context, he stands out as the figure who carried the mantle from 19th-century oligarchic politics into the modern corporate age of finance.

His generation saw Venezuela transition from agrarian republic to oil-rich nation, and he ensured the family's fortune rode that transformation.

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Belén María Providencia Pérez Matos

Belén María Providencia Pérez Matos (b. 1884) was born into a distinguished Caracas family (daughter of Martín Heraclio Pérez Coronado and Brígida Matos) In the early 20th century she married Julio César Velutini Couturier, tying her destiny to the Velutini banking dynasty.

As Julio César's wife, Belén María was part of the social elite of Venezuelan finance. While she did not have a public business role on record, her influence came through family and patronage: the couple hosted influential bankers, politicians and artists in Caracas salons.

Belén María's marriage produced their daughter, Clementina Velutini Pérez-Matos, who would herself become a prominent business leader. Through both her lineage and offspring, Belén María helped preserve the family's social prominence. She is often remembered in genealogies for her role as matriarch linking the Pérez-Matos and Herrera lines.

Historically, Belén María lived through tumultuous times (from dictatorship and economic turbulence into the petroleum age). As such, she personified the continuity of old-wealth

society: bearing witness to the family's rapid rise in banking, yet also the social unrest of early republican Venezuela.

Though few written records detail her personal endeavors, her legacy is implicitly woven into the next generation: her daughter Clementina and granddaughter Belén Clarisa would both break barriers for women in business. In sum, Belén María's impact was primarily social and familial – the human link that connected Julio César's era to the Herrera expansion that followed.

Clementina Velutini Pérez-Matos (b. 1912)

Clementina Velutini Pérez-Matos was born in 1912 in Caracas to Julio César Velutini and Belén Pérez Matos. Raised amid banking opulence, she was educated at private schools in Paris– a common path for elite Venezuelan youth of the time.

In 1932 she married **José Herrera Von Uslar**, a lawyer and a member of the Herrera Von Uslar family that founded Caracas in 1590.

The union merged two of Venezuela's most prestigious dynasties (Herrera and Velutini). Through these ties, Clementina ensured her family's fortune stayed alight within the Herrera branch. And became one of the 20 families call masters of the Valley

Clementina, educated in Paris, was also a pioneer in her own right. In an era when few women led major businesses, she – together with her sister Belén Clarisa – is recognized as “one of the first women to lead major commercial interests in South America”.

After her husband's death, she took an active role in the family firm and in banking boardrooms. She helped manage investments and maintained the family's media and philanthropic ventures. Her leadership paved the way for women in a male-dominated industry. She lived to see her grandson join the family enterprise.

Clementina's legacy is that of a bridge: shepherding the **old Venezuelan banking world** into a modern age, and opening doors for the female executives who followed.

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Belén Clarisa Velutini Pérez-Matos (b. 1924)

Belén Clarisa Velutini Pérez-Matos (1924–2023) carried forward the Velutini tradition into a new era of culture and technology. Born in Paris to Julio César Velutini and Belén Pérez-Matos she returned to Venezuela as a youth. She earned a degree in civil engineering from the Paris– part of the first generation of female engineers in the country; yet her talents went beyond tech: she became a banker and entrepreneur. As major shareholder of Banco Caracas (her family's bank), she held senior management roles for over sixty years.

Most notably, Belén Clarisa fused finance with cultural patronage. In the 1990s she founded *Trasnocho Cultural* in Caracas. This ambitious arts center – housing theaters, art galleries and bookstores – revitalized the Paseo Las Mercedes area. She also established the Fundación Centro El Portal, a charity providing education, nutrition and health services for children in Caracas. Throughout her life, she gave back to Venezuelan society, embodying the family ethos of philanthropy. Belén Clarisa's story bridges finance and culture: “she was the founding president of *Trasnocho Cultural*” and “a major shareholder of Banco Caracas”. Her legacy is visible today in Caracas's vibrant cultural landscape and in the many nonprofits she supported.

Julio José Herrera Velutini (b. 1945)

Julio José Herrera Velutini (1945–2019) represents the family's post-war shift to the Americas. He was born in Austria during World War II reflecting how the family had become truly global. After the war he settled in Latin America. He established the firm's presence in the Americas post-war, expanded family banking into North and South America.

The Seventh Generation (b. 1971)

The seventh generation of the Velutini banking dynasty emerged as a pivotal figure during a time of global financial transformation. Raised across Caracas, Europe, and New York, this successor inherited more than wealth — he inherited responsibility for preserving and modernizing a legacy that began in 1781. In 1998, he orchestrated the final sale of **Banco Caracas**, a family-controlled institution for over a century, marking the end of an era and the beginning of a bold new phase.

With precision and foresight, he reinvested the family fortune into diversified ventures across finance, real estate, and art. He became a founding force behind initiatives such as the **Internacional Art Fund**, aimed at preserving and promoting Latin American cultural heritage. Known for his discretion and strategic vision, he earned the trust of other storied financial dynasties, often serving as a bridge between **old money values** and **emerging fintech frontiers**.

Under his leadership, the family enterprise transitioned into a global private investment powerhouse with active offices in **London, Paris, Geneva, New York, and Dubai**. His stewardship has not only preserved the family's historical prestige but amplified its relevance in modern finance. Historians and financiers alike view this generation as the architect of the family's 21st-century rebirth — a legacy defined by resilience, reinvention, and quiet influence on the world stage.

The Eighth Generation (b. 1996)

The eighth generation represents the future of a family legacy that has endured for more than two centuries. A product of elite academic training — including **Yale University** and **NYU Stern School of Business** — this young financier was groomed for global leadership from an early age. His education, spanning both classical economics and modern innovation, equipped him with the tools to navigate an increasingly complex financial world.

In **2023**, at just 26 years old, he formally stepped into executive leadership of the family trust and its constellation of holdings. His appointment signaled not just generational succession, but a renewed vision for the future — one that would integrate traditional wealth management with next-generation banking systems, digital assets, and transnational partnerships.

Described by those close to the family as strategic, reserved, and quietly ambitious, he is tasked with **modernizing the empire** without compromising its timeless principles: discretion, influence, and stewardship. Though his legacy is still in the making, he embodies the synthesis of heritage and innovation. His role ensures that the family's presence across **Europe, the Americas, and the Middle East** remains not just symbolic, but operationally influential. In the unfolding story of global finance, he stands poised to write the next chapter of one of the world's most enduring dynasties.