



Giampiero Bertolini

CEO

Giampiero Bertolini has been CEO of Biondi-Santi since 2018.

Giampiero holds a master degree in Economy and Marketing from the Università degli Studi di Firenze and took part in an International Marketing Program at the Massachusetts Institute of Technology (MIT). He began his career in 1991 at Procter & Gamble, where he took on several marketing roles with growing responsibilities over a period of almost ten years. In 1998, he moved to the Centro Chimica S.r.l. company as a partner. In 2002 Giampiero joined Marchesi de' Frescobaldi Group as Marketing Director at the beginning and then taking over the responsibility of Global Marketing and Sales Director for four brands of the Group. He has spent 16 years at Frescobaldi Group.

CEO of Biondi-Santi since November 1st, 2018, his mission is to further expand the value and the importance of the brand to reinforce its presence among the greatest wines of the world. On the one hand this will be accomplished through the continuous improvement of the quality of the wines, within the utmost respect of Biondi-Santi's secular tradition and history; on the other hand, by strengthening the presence of Biondi-Santi in the best restaurants worldwide and in the most prestigious private wine collector cellars.

Giampiero was born in Quito (Equador), he is married and father of one boy and two girls. He is a lover of outdoor sports such as skiing, tennis, golf, as much as listening to the music, and travel.

1962: Born in Quito (Equador)

1989: Graduation from Università degli Studi di Firenze, and from MIT (Boston)

1997: Marketing Manager at Procter & Gamble, Italy

1998: Partner at Centro Chimica S.r.l.

2002: Worldwide Marketing Director at Marchesi de' Frescobaldi SpA

2003: Worldwide Marketing Director and Commercial Director Italy at Marchesi de' Frescobaldi SpA

2007: Global Sales and Marketing Director at Marchesi de' Frescobaldi SpA