

## **SANTIAGO VIVANCO SÁENZ**

Born in Logroño, La Rioja, on February 26, 1973.  
Currently resides in Logroño and has two children.

### **Education:**

- Studies in Philosophy at the Pontifical University of Salamanca, Higher Institute of Philosophy O.P. Valladolid. 1992-1993.
- Bachelor's Degree in Law from the University of La Rioja. 1994-1998.
- Master's Degree in Business Administration and Management from IEDE, Madrid. 1998-1999.
- IESE Executive Education Certificate. Completed the required focused programs. University of Navarra.
- Master's Degree in Viticulture, Oenology, and Wine Marketing, organized by Ibercaja and Torres & Asociados. Logroño. 2012.
- Master's Degree in Anthropology. Online. Euroinnova. 2021/2022.
- Wine Set Level 2 in Wines, Madrid, The Wine Studio. 2023.

### **Work and Collaborations:**

- Employed at Bodega Vivanco and other Vivanco family wineries since 1999. Currently co-owns the family businesses with my brother Rafael Vivanco. My responsibilities included managing the administrative, financial, and HR areas of Bodegas Vivanco until 2016. Part of the company's board of directors.
- President of the Vivanco Museum of Wine Culture and the Vivanco Foundation. Involved in acquiring pieces for the museum with my father, Pedro Vivanco, before its establishment. I was tasked with creating the Vivanco Museum and Foundation, leading the team from 1998 to 2004, the year it opened. Founded the Vivanco Foundation in 2000.
- Lead the board of the Vivanco Foundation, comprising family members Angélica Sáenz, Rafael, and Santiago, along with a council of distinguished patrons including Carmen Iglesias, Víctor García de la Concha, Ferrán Adría, Antonio López, Valentín Fuster, Vicente del Bosque, André Tchernia, Pablo Sainz Villegas, and Rogelio Blanco.
- Board Member of the Cité des Civilisations du Vin Foundation, Bordeaux. Highly qualified individual, appointed in July 2013 by Alain Juppé, mayor of Bordeaux and former French prime minister.
- President of ACTE ([www.act-e.org](http://www.act-e.org)) from 2012-2015. An association under the Council of Europe and the European Commission dedicated to developing rural and wine tourism. Collaborated with tourism and agriculture ministers in Europe and South America, and with UNESCO, presenting the candidacy of Wine Culture and History as an Intangible Heritage of Humanity.

- Advisor to the Government of Georgia for the creation of a national Wine Museum and wine tourism consultant in their wine regions.
- Advisor for the creation of the Mendoza Museums in Argentina, Ensenada Museum in Baja California, Mexico, collaborator with the Wine Museum of Ponte de Lima, Portugal, and the Wine Museum in Vento Gonzalvez, Brazil. Collaborator of the Tequila Museum in Guadalajara, Mexico, and the Wine Museum of Verona, Italy.
- "Friend" of the Changyu Wine Museum in Yantai, China, considered the best wine museum in Asia. Collaborated since 2008 with loans of pieces and exhibitions.
- Inaugurated the Wine Museum at Ningbo Port, China, in 2010. Considered the second-largest port globally.
- Designed the Wine Culture Seminar at UNIR since 2023. A 100% online course with 12 ECTS credits, in collaboration between Vivanco and UNIR, to educate people about Wine Culture.
- Collaborator and professor in the Master of Wine Tourism program at the International University of La Rioja (UNIR) since 2023. Taught courses on the History of Wine and the creation process of the Vivanco Museum.
- President of the Riojan Association of Family Business from January 2010 to 2012, and vice president member of the Board until 2022.
- Member of the Advisory Council of the International University of La Rioja (UNIR) since April 2011.
- President of Spain Through Its Wineries, an enotourism project by the Spanish Forum of Renowned Brands, the Ministry of Industry and Tourism of the Government of Spain, and the World Tourism Organization (UNWTO) from May 2017 to 2021.
- Member of the Riojan Academy of Gastronomy since 2017.
- Member of the board of the Foundation Instituto de Estudios Riojanos, of the Government of La Rioja, since 2007.
- Patron, chosen by the Government of La Rioja, of the Fundación Caja Rioja, for development and preservation of Riojan heritage. November 2020 to present.
- Manager of cultural activities at the Center of Wine Culture, Logroño, CCR. Organized and created four exhibitions on wine and women, wine and religion, wine and photography, and wine in contemporary art. Commissioned by the City Council of Logroño, the capital of La Rioja. 2023 and for a validity of 2 renewable years.
- Ex-Representative and collaborator in Spain for the Pablo Neruda Foundation, Santiago de Chile, Chile. Since 2004. Currently no longer serving in this role.
- Member of the Board of Directors of the Friends of San Millán Association, dependent on the monasteries of San Millán de la Cogolla, world heritage site. Since January 2013.
- Secretary of the Cuerdas en Común Association, promoting Spanish guitar culture, sponsored by master Pablo Sáinz Villegas. Since its foundation in 2023.
- Member of the Editorial Board of the first Riojan digital publisher, letrasriojanas.es. Since June 2008.

- Member of the Board of the COF, Family Orientation Center of La Rioja dependent on the Diocese since 2008.
- Advisor to Ateneo Riojano, Logroño, on cultural matters. Since July 2008.
- Founder and patron of the Maat Foundation for the development of marginalized peoples. Since 2012.

**Recognitions:** Personal recognitions (excluding those obtained by the Vivanco Foundation and Museum):

- Observatorio D'ACHTALL Awards. Special Jury Prize for Santiago Vivanco. Madrid, Centro Sefarad Israel. June 11, 2015.
- EY Entrepreneur of the Year 2015 Awards. "Award for the Career of the Family Business in Spain, year 2015" to the brothers Rafael and Santiago Vivanco. Madrid. March 6, 2016.
- Silver Cross for Merit of the Civil Guard. Awarded by the Minister of the Interior of the Government of Spain. Delivered on October 12, 2022.
- Golden Chili Award of the Centro Riojano de Madrid. June 12, 2022.

**Various Conferences on Wine Tourism and Business:**

- Speaker at the Great Wine Capitals meeting in Vinexpo, Bordeaux: "Development of Wine Tourism around the Great Wine Capitals wine regions: New Business strategies?" June 2015.
- Speaker at the "Futuro en español" event in collaboration with Vocento and CAF (Ibero-American Development Bank) held in Santiago de Chile. Title: "Family Businesses in the Vitivinicultural Sector." May 2016.
- Speaker at the 1st Global Conference on Wine Tourism organized by the UNWTO (World Tourism Organization) in Kakheti, Georgia. Title: "Challenges on Wine Tourism." September 7-9, 2016. At this event, the "Declaration of Georgia," which describes the rules of wine tourism for the first time, was read by UNWTO Secretary-General Mr. Taleb Rifai. Santiago Vivanco and his Museum were personally mentioned three times during the presentation of this declaration. September 9, 2016.
- Speaker at the Global Conference on Wine Tourism held in Mendoza, Argentina, and Alba, Italy, in 2022.
- Participant in the 25th General Assembly of the World Tourism Organization, UNWTO/UNWTO, held in Samarkand, Uzbekistan. October 16-20, 2023. Personally invited by the Secretary-General of the organization, Mr. D. Zurab Pololikashvili.
- Speaker at the international conference WINE MUSEUM, "Il Museo del Vino, da contenitore ad Hub da spazio espositivo a spazio di esperienza." Verona, Italy, December 7, 2023.
- Various conferences in Cantabria, Basque Country, La Rioja, and Navarre on family business.

## Poet and Collector:

- Creator along with the Ministry of Culture of the 1st National Day of Poetry and Wine Dinastia Vivanco. Featuring Mr. Juan Carlos Mestre, Mr. Antonio Hernández, and Mr. Ginés Liébana. Lecture on Neruda and wine (Santiago Vivanco). Briones. March 26, 2010. Continuously to date. With the presence of several Cervantes Prize poets in Spanish literature. José Caballero Bonald or Antonio Gamoneda. To date, 7 editions have been held.
- Organizer and sponsor of the meeting of Spanish poets with the Cervantes Prize Mr. Juan Gelman. October 2012. San Millán de la Cogolla and Briones.
- Creator of the International Engraving and Wine Award Pedro Vivanco. Sponsored by the Vivanco Foundation and ESDIR (Higher School of Design of La Rioja). Continuously from 2006 to present. 15 editions (except two that could not be held due to the Pandemic).
- Creator of the "Vivanco Kids" Program. A project aimed at bringing the Culture of Wine closer to children. Developed at the Vivanco Museum of Wine Culture since 2010. Each year, approximately 4,000 children and young people are involved in this project. A pioneer in Spain.

## Publications:

### Poetry:

- "Dana, cantos de amor y vida" (Dana, Songs of Love and Life). Logroño. 2000.
- "A Vos" (To You). Editorial Dunken, Buenos Aires, Argentina, 2001.
- "Racimo" (Cluster). Logroño. 2002. Various authors.
- Creation of the "Naxos" magazine. Logroño, 2003.
- "Luna de arroz" (Rice Moon). Editorial Ópera Prima, Madrid, 2005.
- "Amor" (Love), self-published, Logroño, 2007.
- "Mesa y mantel con Pablo Neruda" (Table and Tablecloth with Pablo Neruda). Fundación Dinastía Vivanco 2009.
- "Antimateria" (Antimatter). Editorial Endymiión. Madrid. 2011.
- "Una voz. Mil Palabras" (One Voice. A Thousand Words) Editorial Endymiión. Madrid 2013.
- "Bajo la sombra de la luna en la calle de los Peligros sin número" (Under the Shadow of the Moon on the Street of Dangers Without Number) Editorial Endymion. Madrid 2016.
- "Sobre las vides, bajo los chopos" (Over the Vines, Under the Poplars). Ediciones 4 de agosto. 2017.
- "Diario íntimo en Egipto" (Intimate Diary in Egypt). Editorial Sinindice. 2020.
- "Multiverso" (Multiverse) Anthology of Santi Vivanco's Poetry. Editorial Endymiión, Madrid. 2022.
- "Estrellas en la Tierra" (Stars on Earth). Collection: Books on Wheels. La Rioja. LR5. Logroño 2023.

## Organizer of Exhibitions:

- “Herencias de Egipto, de las dos tierras al país de la Reina de Saba” (Inheritances of Egypt, from the Two Lands to the Country of the Queen of Sheba). Organized by Cultural Rioja, Logroño City Council and Ibercaja. Amos Salvador Hall, Logroño, La Rioja. September 2006.
- “Pablo Neruda, amor, naturaleza y pueblo” (Pablo Neruda, Love, Nature, and People). (All materials owned by Santiago Vivanco). Organized by the City Council of Alfaro, Instituto Cervantes, Pablo Neruda Foundation, and European Academy of Yuste. Cultural Center of Alfaro, La Rioja (March 2007) and in the City Council of Logroño (September 2009).
- “Pablo Neruda, una vida escrita en verso” (Pablo Neruda, A Life Written in Verse). Cáceres, an exhibition on Neruda, Palacio de la Isla. November 2009. Sponsored by the European Academy of Yuste Foundation, Cáceres City Council and Cáceres 2016 Consortium.
- Collaboration and loan of original and dedicated books by Pablo Neruda for the exhibition “Amor al mar. Las caracolas de Neruda” (Love to the Sea. The Conch Shells of Neruda). Madrid, headquarters of the Instituto Cervantes, December 2, 2009, to January 24, 2010. First time Neruda's conch shells donated by him to the University of Chile in 1954 are exhibited. Curator Pedro Núñez, coordinator Carlos Franz, Cultural Attaché of the Embassy of Chile in Spain.
- “Premios Nobeles en Lengua Castellana” (Nobel Prizes in Castilian Language). Exhibition on writers awarded the Nobel Prize in literature in Castilian language. Logroño and Santiago de Chile. December 2015 and May 2016. Presented by the Cervantes Prize winner Jorge Edwards and in Santiago de Chile by President Mr. Piñera and the Ambassador of Spain in Chile. In collaboration with Vocento, CAF, and Fundación Telefónica. Exhibited pieces from Santi Vivanco's private collection (manuscripts and books of each author).