

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.
- Degree in Law from the University of La Rioja. 1994-1998.
- Master's in Business Administration from IEDE Madrid. 1998-1999.
- IESE Executive Education Certificate, University of Navarra.
- Master's in Viticulture, Enology, and Wine Marketing organized by Ibercaja and Torras & Associates, Logroño. 2012.
- Master's in Anthropology, online, Euroinnova. 2021/2022.
- Wine Set Level 2 in wines, Madrid, The Wine Studio. 2023.

Work and Collaborations:

- I have been working at Bodega Vivanco and the rest of the family wineries since 1999. Currently, I am the co-owner of the family businesses along with my brother Rafael Vivanco. My work has been divided between managing the administrative-financial and HR areas of Bodegas Vivanco until 2016. I am part of the company's board of directors. On the other hand, I hold the position of president of the Vivanco Museum of Wine Culture and president of the Vivanco Foundation. Since 1999 and several years before, I dedicated myself to acquiring pieces with my father Pedro Vivanco for the formation of the future museum. My father commissioned me to create the Vivanco Museum and Foundation. From 1998 to 2004, when it was inaugurated, I led the team that created the Vivanco Museum of Wine Culture. I launched and created the Vivanco Foundation in 2000.
- I direct the board of trustees of the Vivanco Foundation, which includes the three family members: my mother Angélica Sáenz, Rafael, and Santiago, plus the council of High Patrons composed of personalities such as: Carmen Iglesias, Víctor García de la Concha, Ferran Adrià, Antonio López, Valentín Fuster, Vicente del Bosque, André Tchernia, Pablo Sainz Villegas, and Rogelio Blanco.
- Member of the Board of Directors of the Cité des Civilisations du Vin Foundation as a highly qualified person. Bordeaux. July 2013 to the present. Personally chosen by the mayor of Bordeaux and former French prime minister Alain Juppé.
- President of ACTE (www.act-e.org) from 2012 to 2015. An association under the Council of Europe and the European Commission dedicated to developing rural and wine tourism, whose members are European states and the best wine museums in the world. During this period, I maintained relationships with several ministers of tourism and agriculture from Europe and South America. Also with UNESCO, to which Santiago Vivanco presented the candidacy for Intangible Cultural Heritage of Humanity to the Culture and History of Wine. Inaugurated tourism fairs in Ukraine, Odessa, and Italy, and developed a web portal with the map of Europe's wine regions and the map of Europe's wine museums to promote wine tourism and develop rural areas. During my term, the

European Heritage Days were inaugurated in Briones, La Rioja. At the Vivanco Museum and the town of Briones. Members of the Council of Europe, the European Union, the Government of Spain, and the Government of La Rioja were present at the inauguration.

- Advisor to the Government of Georgia for the creation of a Wine Museum in the country and the origin of wine, as well as a wine tourism consultant in their wine regions.
- Advisor for the creation of the Mendoza Museums in Argentina, Ensenada Baja California Museum in Mexico, collaborator of the Wine Museum of Ponte de Lima in Portugal and the Wine Museum in Vento Gonzalvez in Brazil. Collaborator of the Tequila Museum in Guadalajara, Mexico, and the Wine Museum of Verona, Italy.
- "Friend" of the Changyu Wine Museum. Yantai, China. Considered the best wine museum in Asia. I have collaborated with this museum since 2008, lending pieces and exhibitions and providing advice on their wine tourism projects. Owned by Changyu Pioneer Wine, headquartered in Yantai, with wineries in the main wine-producing countries worldwide. The largest winery in China.
- Inaugurated the Wine Museum in the Port of Ningbo, China, together with local authorities in 2010. Donated pieces for the permanent exhibition. Considered the second largest port in the world. This port houses the largest bonded port for beverages and wine.
- Designed the Wine Culture Seminar at UNIR. Since 2023. 100% online course. 12 ECTS credits. Collaboration between Vivanco and UNIR to train people in Wine Culture.
- Collaborator and professor of the Master's in Wine Tourism at the International University of La Rioja (UNIR) since 2023. Classes on Wine History and introduction to the wine world, as well as a master class on the creation process of the Vivanco Museum.
- Collaborator and professor of the Master's in Wine Tourism at the University of La Rioja (UR) since 2004. In-person and online.
- President of the Rioja Association of Family Businesses from January 2010 to 2012. Vice president and board member until 2022.
- Member of the Advisory Council of the International University of La Rioja (UNIR) since April 2011.
- President of Spain Through Its Wineries (De bodegas por España), an enotourism project of the Forum of Renowned Spanish Brands, 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 Gastronomy Academy since 2017 to the present.
- Member of the board of trustees of the Government of La Rioja's Institute of Riojan Studies Foundation since 2007.
- Trustee chosen by the Government of La Rioja of the Caja Rioja Foundation for the development and preservation of Rioja heritage from November 2020 to the present.
- Manager of cultural dynamization at the Logroño Wine Culture Center CCR, organizing and creating 4 exhibitions on wine and women, wine and religion, wine and photography, and wine in contemporary art. Commissioned by the Logroño City Council, capital of La Rioja, in 2023 with a renewable 2-year validity.

- Former representative and collaborator in Spain of the Pablo Neruda Foundation, Santiago de Chile, Chile, since 2004. Currently no longer serving as such.
- Member of the Board of Directors of the Friends of San Millán Association, dependent on the San Millán de la Cogolla monasteries, a World Heritage site, since January 2013.
- Secretary of the Common Strings Association to promote Spanish guitar culture, sponsored by the great master Pablo Sáinz Villegas, since its inception in 2023.
- Member of the Editorial Board of the first digital Riojan publisher letrasriojanas.es since June 2008.
- Member of the board of trustees of the Family Orientation Center of La Rioja (COF), dependent on the Diocese since 2008.
- Cultural advisor to the Ateneo Riojano Logroño on cultural issues since July 2008.
- Founder and trustee of the Maat Foundation for the development of marginalized peoples since 2012.

Recognitions:

Personal recognitions (not listing those obtained by the Vivanco Foundation and Museum):

- Awards from the D'ACHTALL Observatory. Special Jury Prize for Santiago Vivanco. Madrid, Centro Sefarad Israel, June 11, 2015. At the same event, awards were given to Patxi Mangado, Eduardo Arroyo, Juan Cruz, and Fernando Lara.
- EY Entrepreneur of the Year Awards 2015. "Award for the Trajectory of the Family Business in Spain 2015" to brothers Rafael and Santiago Vivanco. Madrid. Presented by the Minister of Industry and Tourism of Spain, Mr. Soria. Awarded by EY. March 6, 2016. Madrid, Royal Tapestry Factory.
- Silver Cross of Merit of the Civil Guard. Awarded by the Minister of the Interior, the Government of Spain, at the request of the Director-General of the Civil Guard. Requirements: Performing actions that, without meeting the personal risk condition required for the Gold Cross, constitute significant collaboration with the Civil Guard or possess exceptional merit requiring high recognition and special distinction. Awarded on October 12, 2022, at the Command of the 10th Zone of the Civil Guard, Logroño, La Rioja.
- Gold Guindilla Award from the Riojan Center of Madrid. The distinction has been awarded for over 50 years to individuals who stand out "in their relations with La Rioja for their love and dedication to our land or for other high merits or who have contributed through their actions to highlight Rioja values and what La Rioja contributes to Spain, as well as members who have distinguished themselves in service" to the Riojan Center of Madrid. Awarded on June 12, 2022.

Various Conferences on Wine Tourism and Business, including:

- Speaker at the Great Wine Capitals meeting at Vinexpo Bordeaux: Development of Wine Tourism around the Great Wine Capitals wine regions: New Business strategies? June 2015.

- Speaker at the Future in Spanish meeting in collaboration with Vocento and CAF (Ibero-American Development Bank) held in Santiago de Chile. Title: Family businesses in the wine 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 "Georgia Declaration," describing the rules of wine tourism for the first time, was read by the UNWTO Secretary-General Mr. Taleb Rifai, who personally cited Santiago Vivanco and his Museum three times. September 9, 2016.
- Speaker at the Global Wine Tourism Conference held in Mendoza, Argentina, and Alba, Italy, in 2022.
- Participation in the 25th General Assembly of the World Tourism Organization (UNWTO/OMT) held in Samarkand, Uzbekistan, from October 16 to 20, 2023. Personally invited by the Secretary-General of the organization, Mr. Zurab Pololikashvili.
- Speaker at the international conference WINE MUSEUM: From Container to Hub, from Exhibition Space to Experience Space. Verona, Italy, December 7, 2023.
- Speaker at the Banca March Event, Madrid, June 13, 2024. Venue: Jardín Banca March.
- Various conferences in Cantabria, Basque Country, La Rioja, and Navarra on family business.

Poet and Collector:

Among others:

- Creator, together with the Ministry of Culture, of the I National Poetry and Wine Day "Dinastía Vivanco." With the participation of Mr. Juan Carlos Mestre, Mr. Antonio Hernández, and Mr. Ginés Liébana. Lecture on Neruda and wine (Santiago Vivanco). Briones. March 26, 2010. Held uninterruptedly until today, with the presence of several Cervantes Prize-winning poets in Spanish literature, such as José Caballero Bonald or Antonio Gamoneda. Seven editions have been held so far.
- Organizer and sponsor of the meeting of Spanish poets with Cervantes Prize winner Mr. Juan Gelman. October 2012. San Millán de la Cogolla and Briones.
- Creator of the Pedro Vivanco International Engraving and Wine Award, sponsored by the Vivanco Foundation and ESDIR (Higher School of Design of La Rioja). Held since 2006 uninterruptedly until today, with 15 editions (except for two years that could not be held due to the pandemic).
- Creator of the "Vivanco Kids" program, a project that aims to bring Wine Culture closer to the youngest. Developed at the Vivanco Museum of Wine Culture since 2010. Each year, around 4,000 children and young people participate in the program, achieving the mentioned goal. Pioneer in Spain.

Publications:

Poetry:

- "Dana cantos de amor y vida" (Logroño, 2000).
- "A Vos" (Editorial Dunken, Buenos Aires, Argentina, 2001).
- "Racimo" (Logroño, 2002). Various authors.
- Creation of the magazine "Naxos" (Logroño, 2003).
- "Luna de arroz" (Editorial Ópera Prima, Madrid, 2005).
- "Amor" (Self-published, Logroño, 2007).
- "Mesa y mantel con Pablo Neruda" (Fundación Dinastía Vivanco, 2009).
- "Antimateria" (Editorial Endymión, Madrid, 2011).
- "Una voz. Mil Palabras" (Editorial Endymión, Madrid, 2013).
- "Bajo la sombra de la luna en la calle de los Peligros sin número" (Editorial Endymión, Madrid, 2016).
- "Sobre las vides bajo los chopos" (Ediciones 4 de agosto, 2017).
- "Diario íntimo en Egipto" (Editorial Sinindice, 2020).
- "Multiverso" (Antología Poética de Santi Vivanco, Editorial Endymión, Madrid, 2022).
- "Estrellas en la Tierra" (Colección Libros sobre ruedas, La Rioja, LR5, Logroño, 2023).

Organizer of Exhibitions, including:

- "Herencias de Egipto de las dos tierras al país de la Reina de Saba." Organized by Cultural Rioja, Logroño City Council, and Ibercaja. Amos Salvador Hall, Logroño, La Rioja. September 2006.
- "Pablo Neruda amor naturaleza y pueblo." Organized by Alfaro City Council, Cervantes Institute, Pablo Neruda Foundation, and Yuste European Academy. Cultural Center of Alfaro, La Rioja (March 2007) and Logroño City Council (September 2009).
- "Pablo Neruda una vida escrita en verso." Exhibition in Cáceres on Neruda, Palace of the Island. November 2009. Sponsored by the Yuste European Academy 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." Madrid, Cervantes Institute headquarters, from December 2, 2009, to January 24, 2010. First-time exhibition of Neruda's shells donated to the University of Chile in 1954. Curator: Pedro Núñez, Coordinator: Carlos Franz, Cultural Attaché of the Chilean Embassy in Spain.
- "Premios Nobeles en Lengua Castellana." Exhibition on Spanish-language Nobel Prize-winning writers. Logroño and Santiago de Chile. December 2015 and May 2016. Presented by Cervantes Prize winner Jorge Edwards in Santiago de Chile by President Mr. Piñera and the Spanish Ambassador in Chile. Collaborators: Vocento, CAF, and Fundación Telefónica. Exhibited pieces from Santi Vivanco's private collection (manuscripts and books of each author).