



## LAURENTGUINAND PH.D.

GiraMondo Wine Ventures

Laurent Guinand is a French national. He comes from Lyon, the French food capital tucked between the Burgundy and Northern Rhone wine regions. He started his career promoting French wines in the US with Sopexa. He then became a banker and worked on financing food and wine ventures in the US. Since then, Laurent accumulated over 12 years experience in strategy consulting for companies such as A.T. Kearney, Cap Gemini Ernst & Young (Altis) and Metis Strategy.

At GiraMondo Wine Ventures, Laurent consults for governments, wine regions and wineries with regard to their marketing strategy, international business development and winery brokerage in such countries as the US, China, Argentina, and France.

Laurent developed innovative tools derived from strategy consulting to enhance the wine tasting experience and started GiraMondo Wine Adventures in 2004 (a consumer oriented company) after designing and presenting well over 500 wine tasting seminars for wines from France, Italy, Spain, Portugal, Chile, Argentina, Australia, South Africa, The United States, Greece, Lebanon, Israel, Australia, South Africa and the Republic of Georgia.

Laurent has been an Adjunct Professor of International

Business at The Fletcher School of Law & Diplomacy (Tufts University) and is currently a guest lecturer at the Fuqua MBA (Duke University) and The Bordeaux International Wine Institute.

Laurent holds a Ph.D. in economics from the University of Paris XIII. He is also a graduate of the Fletcher School of Law & Diplomacy at Tufts University and of the Ross School of Business from the University of Michigan at Ann Arbor. Laurent is a member of the Society of Wine Educators, the American Association of Wine Economists and the International Federation of Wine Journalists. He writes professionally for Wines & Vines Magazine as well as Wine Business International.

Laurent is a frequent public speaker and recently presented wine tasting and events for the following organizations: the Smithsonian Associate's program, Meridian International Center, the U.S. Capitol Historical Society, the Washington Club, The Woman's National Democratic Club, and numerous Embassy receptions, usually with the Ambassador. Because he consults for numerous wineries, wine importers and restaurants, Laurent is able to bring a business perspective in his lectures and presentations that truly explain wine maker choices and consequences on the wines.



## LAURENTGUINAND PH.D.

GiraMondo Wine Ventures

### PUBLIC SPEAKING ENGAGEMENTS

“Wines of Chile” with H.E. Mariano Fernandez, Ambassador of Chile in the United States– Embassy of Chile, May 2008

“Wines of Freedom” with Congressman George Radanovich, Co-chair of the Wine Caucus - United States Capitol, January 2008

“Wines of Argentina” with H.E. Jose Octavio Bordon, Ambassador of Argentina in the United States – Embassy of Argentina, March 2007

“Wines of Spain” with H.E. Carlos Westendorp, Ambassador of Spain in the United States” – Meridian International Center, January 2007

“A Georgian Wine Reception” with H.E. Zurab Noghaideli Prime Minister of Georgia December 2006, Meridian International Center

“Baja, the Other California for Wines” March 2006 – Laurent Guinand with Author C.M Mayo and Ives Lelevier, Deputy Secretary of State, Baja California – Mexican Cultural Center

“Straight from the Caucasus, A Georgian Wine Tasting” Sep. 2006, The Smithsonian Resident Associates

### TEACHING

1998 to 2001 “Field Studies in Management Consulting” The Fletcher School of law & Diplomacy, Tufts University, MIB Program, Medford, MA

2006 to present “Wine Marketing and Strategy” Bordeaux International Wine Institute, MBA class Bordeaux, France

2006 to present “The Wine Industry of Argentina and Chile” Duke University, Fuqua MBA, GATE program, Raleigh, NC

2008 to present “French Wines in the United States” Lecture in French George Washington University, Undergraduate level, Washington, DC



With Chilean Ambassador Fernandez



With Congressman Radanovich, Co-Chair of the Wine Caucus



# LAURENT GUINAND PH.D.

GiraMondo Wine Ventures

## CONFERENCES

2007 - 2009 "The Business of Wine" One Day executive seminars in Washington, DC

2007 Winevolution Conference Featured Speaker "Importing and Marketing Wines in the U.S." Paris, France

2008 Georgia: Opening New Frontiers Conference Featured Speaker: "Growth Opportunities for the Georgian Wine Industry", America-Georgia Business Council, Washington, DC

2008 Taste of France at the French Embassy Featured Speaker: "The Cheeses of France Unveiled", Washington, DC

2008 Taste of France at the French Embassy Featured Speaker: "Men are from Bordeaux, Women are from Burgundy", Washington, DC

2008 Maryland Economic Summit Featured Speaker: "How Can Small Businesses Weather the Economic Crisis", Maryland Department of Economic Development Germantown, MD

2009 Tannins and Antioxidant Summit (forthcoming) Featured Speaker: "My Doctor told me to drink Red Wine: Progress Report on Wine and Health" Washington, DC

2010 The Wine Entrepreneur Conference (forthcoming) Featured Speaker: (several speeches) and Moderator Embassies of Chile and Argentina, Washington, DC

## SAMPLE RECENT PUBLICATIONS

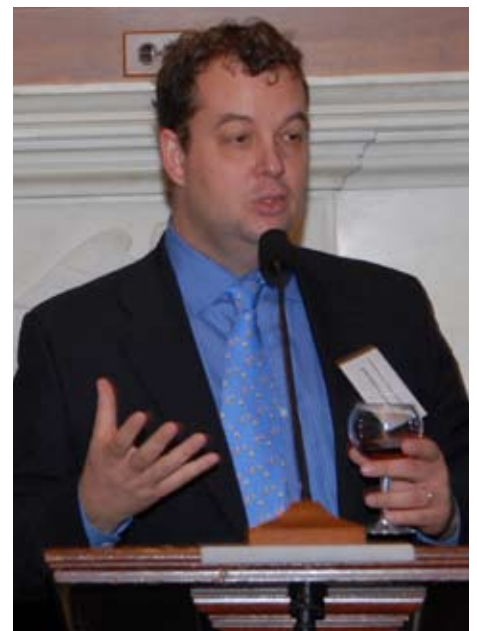
"Building the Starbucks of Wine" Wine Business Monthly, November 2007

"Learn from the Label – the Outside of wine bottle can speak volumes" Tufts Magazine, November 2007

"A slow start: Wine and Internet" Wine Business Monthly, June 2007

"Should you export to India?" Wines & Vines Magazine, January 2007

"The Chinese Taste for Wine" Wines & Vines Magazine, December 2005



Speaking at the Wine Caucus on Capital Hill