

## Eva Bertran

### Vice President Marketing

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Eva Bertran brings a captivating blend of Spanish style and California charisma to Gloria Ferrer Caves & Vineyards. Complemented by her impressive wine expertise and deep understanding of the Sonoma Carneros region, Bertran is an ideal leader at Gloria Ferrer. Having left her native Spain in 1986 — where her own family was in the wine business — she is a member of the original team that launched Gloria Ferrer, and continues to oversee the winery as devotedly as if it were her own family business.

Bertran holds a master's degree in international management from Spain's top business school, Escuela Superior de Administración y Dirección de Empresas University (ESADE). Armed with this education, she has lent her astute intelligence and dynamic energy to every job she undertakes. She is instrumental in fostering the Catalan traditions through every facet of Gloria Ferrer, infusing the company culture with her own casual elegance, quick wit, and enthusiasm.

A passionate wine educator, Bertran embraces her role as international ambassador for Gloria Ferrer, leading sparkling wine and food pairings for consumers, trade, and media. She is relentless in her understanding of sparkling wine as much more than a celebratory beverage. The cooking skills that Bertran has cultivated throughout a lifetime have led to a dynamic understanding of sparkling wine and its versatility with food. Her presentations at the winery and throughout the world are insightful and profoundly persuasive.

Bertran is equally involved in her local wine community. A past-president of the Sonoma County Vintners, she remains an active member in the association, while also serving as president of the Sonoma Valley Vintners and Growers Board of Directors. She also served for many years on the Board of Carneros Wine Alliance.

Away from work, Bertran complements her love of food and wine with her zeal for skiing, biking, yoga, and swimming. Having studied with the famous Catalan Chef Montserrat Segui, she enjoys preparing traditional Catalan dishes inspired by her grandmother, Teresa, for her husband, David, and their sons, Paul and Jack.

