

Carl's Bio 2018

CARL GIAVANTI is a winery publicist with more than 25 years of experience in direct sales and marketing. After a successful career in corporate software and services, he left the technology industry in 2009 to begin consulting for the wine business, applying his skills in marketing strategy, public relations, and relationship building to an industry he genuinely enjoys.

A self-described Italian Yankee, Carl grew up drinking watered down wine (Carlo Rossi "Burgundy") at family dinners, and later discovered the magic of proper Pinot Noir with a thoughtfully prepared dish. He has traveled to more than 40 countries, circled the globe with his wife on sabbatical, and tasted through many of the world's most delicious wine regions.

Carl's wine work combines his interests and skills to help small, family wineries – those who most need helping. While most PR firms primarily serve large corporate entities across multiple industries, Carl works only with these small-producer underdogs, who typically have the best stories but the least visibility in a crowded marketplace. In his nine years as a wine media publicist, he has helped more than 50 wineries in Napa Valley, Willamette Valley, and the Columbia Gorge advance their marketing objectives.

His emphasis has always been on building brand recognition, and expanding direct-to-consumer (DTC) sales: the holy grail of the boutique wine business. He takes the time to understand each client's goals and authentic voice before putting on his storytelling hat, which creates a media strategy and on-point messaging appropriate for the target audience. Carl's decades of experience identifying key selling points, cultivating relationships, formulating big-picture strategies, and executing on a plan proved a natural fit for this type of work. He prides himself on his network of media relationships and his tenacious follow-up, and he personally carries out all client campaigns and programs. His clients enjoy full-attention service and commitment with every campaign; members of the media rely on him as a trusted source for engaging stories of quality wines.

Carl is an active member of state and regional wine associations, a regular participant in wine marketing and wine writing conferences and symposia, and a bit of a wine writer in his own right. His work has appeared in *Vineyard & Winery Management Magazine*, *The Grapevine Magazine*, *Wine Business Monthly* and *Wine Industry Network*, as well as his own wine blog. He has served as a wine judge, done wine tasting videos, led webinars, and contributed his professional services to several wine charities, including St. James School in McMinnville, and the Sip McMinnville Wine & Food Classic charity fundraiser, as well as Mercy Corp. in Portland.