



Nicola Matarazzo

Business Economist · Management Consultant · Project Manager

PROFILE

Economist and management consultant with over thirty years of experience in strategy for protection consortia, agri-food supply chains and rural areas. I lead complex projects funded by European, national and regional programmes, from design to final reporting, coordinating networks of public bodies, businesses and consortia. I combine economic, regulatory and sensory-analysis expertise with extensive university and professional teaching.

PROFESSIONAL EXPERIENCE

2020 – PRESENT

Owner and Senior Partner · Studio Dr. Nicola Matarazzo

Project management, development strategies and plans, marketing and communication, design of promotion and enhancement projects under European, national and regional calls.

2021 – PRESENT

General Project Manager · MEDWAYS_EU

EU Regulation 1144/2014 programme, European Commission – REA (AGRIP-MULTI-2021, 36 months). Partnership of six Italian protection consortia and a Hungarian producers' association.

MASAF SUPPLY-CHAIN FUND

General Project Manager · SANNIO.WINE and CAMPANIA.WINE

Wine supply-chain projects funded by the Italian Ministry of Agriculture (MASAF), Ministerial Decree no. 138367 of 23 March 2022.

2003 – 2019 · 2020 – PRESENT

Management Consultant · Sannio Consorzio Tutela Vini

Consortium coordination, ministerial supervision, drafting of the new PDO product specifications for the province of Benevento. International promotion plans (CMO third countries, PIF Vitis) and trade missions to Germany, Russia, Ukraine and China.

2016 – PRESENT

Management Consultant · Campania wine protection consortia

Vesuvio (since 2016), VITICA Caserta (since 2019), Vita Salernum Vites (2016–2018), Irpinia (2018–2023). CMO third-country promotion in the USA and Switzerland, Campania RDP measures 3.1 and 3.2, SRG10 projects 2023–2027.

CONTACT

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CORE SKILLS

Strategic management of consortia and supply chains

Project management for EU, national and regional funding

Agri-food regulation: PDO/PGI specifications and EU quality schemes

Territorial marketing and communication

Cultural tourism and village networks

Training, teaching and business coaching

EDUCATION

Degree in Economics and Business

Four-year degree (pre-Bologna) · University of Naples Federico II · 1992 · 101/110

Classical high school diploma

Liceo Classico P. Giannone, Benevento · 1989

QUALIFICATIONS

Official register of technical experts and tasters of Campania PDO wines (Ministerial Decree 11/11/2011)

Professional sommelier, Italian Sommelier Association (AIS)

Research grant on the Common Agricultural Policy, Mario Vetrone Award (1992)

Extra virgin olive oil taster, IOC physiological aptitude (2006)

EU AND TERRITORIAL PROJECTS

- **Project manager** of the Campania Wine & Olive Oil Academy SCARL, C.A.I. call, Campania ESF+ Programme 2021–2027 (ongoing)
- **Project manager** of “Le vie della dieta mediterranea nel Sannio” (Mediterranean Diet trails), 37 municipalities, Campania Region Decree no. 177/2026 (2026–2027)
- **Technical-scientific lead** of the innovation projects INDIGENA (LAG Tammaro, 2021–2023) and VIBRIS (LAG Terra Protetta, 2021–2024), Campania RDP 2014–2020, Measure 16.1
- **Strategy consultant** for ISBAV, blockchain for the wine supply chain (LAG Fortore Tammaro, 2024)
- **Project manager** of five SRG10 projects, Campania CAP Strategic Plan 2023–2027: PiennoloDop, Nel Sannio coltiviamo emozioni, VesuvioWay, Terra di Lavoro Wines, Solopaca.Wine
- **Designer** of the VitiSOS supply-chain programme, NRRP M2C1 – Investment 3.4
- **Project manager** of the BSB municipal network – Villages, Health, Wellbeing (lead: Municipality of Ponte) and author of its strategic enhancement plan
- **Technical-scientific lead** of AVERSA.WINE, Campania Regional Law 11/2016 (2022–2023)
- **Scientific lead** of “Cantine al Borgo”, POC Campania 2014–2020, Municipality of Castelvenere (2018–2020)
- **Consultant** on six CMO wine third-country promotion projects, EU Reg. 1308/2013 (2015–2021)
- **Consultant** on LEADER+, ERDF ROP Campania 2000–2006 and Campania RDP 2007–2013

OTHER ASSIGNMENTS

- **Vesuvio and Terra di Lavoro Quality Agri-food Districts** · applications for Food District recognition (since 2019)
- **SEMEIA | Cultura d’Impresa** · founder and senior partner (1996–2019)
- **Promotor International – Lingotto Fiere** (GL Events group) · project manager for Southern Italy (2001–2008)
- **Benevento Chamber of Commerce and Valisannio** · expert consultant on enhancement strategies (2002–2014)
- **Consorzio Selezione Vini Italiani** · export promotion programmes for the USA (2005–2008)

TEACHING AND TRAINING

- **Italian Sommelier Association (AIS)** · national lecturer in wine geography, wine law and sensory analysis since 1993; over 400 sessions and 1,200 classroom hours since 2003
- **Slow Food Italy** · lecturer in the Master of Food, regional coordinator of the Earth Markets, contributor to the Slow Food guides (1997–2014)
- **University of Sannio** · adjunct lecturer in Sustainable Rural Development (2016), Football Club Marketing (2012), COPUS project (2004)
- **University of Salerno** · Wine Business professional course (2013)
- **STOA', Università del Vino, Campania Region, Fo.Svi.Ter.** · agri-food and food & wine marketing (since 2000)

ROLES AND AFFILIATIONS

- **FEDERDOC** (Italian confederation of wine protection consortia) · technical group of directors (since 2016)
- **EQUALITAS** · technical-scientific committee, “sustainable wine” standard (2020–2024)
- **Vesuvio Quality Agri-food District** · member of the board of directors
- **Campania Region** · inter-departmental working group on agri-food and wine tourism routes

PUBLICATIONS

- **Nel Sannio coltiviamo emozioni** (editor, with L. Nifo Sarrapochiello), Sannio Consorzio Tutela Vini, 2016
- **Nel Sannio coltiviamo emozioni** (editor), new edition, 504 pp., 2023
- **I 50 anni della Cantina di Solopaca** (various authors), Campagna Amica, 2016