

PROFESSIONAL PROFILE

Nicola Matarazzo

Business economist, management consultant and project manager

Strategy for wine protection consortia, agri-food supply chains and wine regions in Campania.



30+

years in management consulting and training

5

Campania wine protection consortia advised

20+

EU, national and regional projects since 2001

1,200+

hours of AIS teaching since 2003

ABOUT

A graduate in Economics and Business from the University of Naples Federico II, for over thirty years he has supported protection consortia, businesses, public bodies and local communities across Campania in shaping development strategies, enhancing designations of origin and designing projects funded by European, national and regional programmes.

He is management consultant to the wine protection consortia of Sannio, Vesuvio and Caserta, having also advised those of Irpinia and Salerno, and sits on the technical group of directors of FEDERDOC, the Italian confederation of wine protection consortia. He is General Project Manager of the EU promotion programme MEDWAYS_EU (Reg. 1144/2014) and of the SANNIO.WINE and CAMPANIA.WINE supply-chain projects funded by the Italian Ministry of Agriculture.

A professional sommelier and national lecturer for the Italian Sommelier Association, listed in the official register of expert tasters of Campania PDO wines, he has taught at the Universities of Sannio and Salerno and in Slow Food's Master of Food. He edited the book *Nel Sannio coltiviamo emozioni* (2016, new edition 2023).

AREAS OF EXPERTISE

Strategic management

Consortium governance, supervision, PDO and PGI specifications

EU project design

Reg. 1144, CMO wine, RDP and CAP plans, NRRP, ministerial funds

Territory and tourism

Food districts, village networks, wine tourism routes

Training

University teaching, AIS courses, business coaching