

# Michalis Georgiou

MBA Wine Business | Wine Consultant | Wine Journalist & Writer | International Communicator & Judge |  
Member, Circle of Wine Writers | Certified Sommelier

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## EDUCATION

- MBA in Wine Business, University of Lancashire — 2025
- Champagne Expert, Comité Champagne — 2022
- Certified Sommelier, Hellenic International University — 2019
- Wine Connoisseur, Cyprus Accreditation Company — 2016
- Coffee Tasting / Sensory Certification, Specialty Coffee Association — 1995

## PROFESSIONAL EXPERIENCE

**Wine Educator** — Private Practice | 2019 – Present

- Teaching wine tasting and sensory analysis to enthusiasts and professionals.
- Evaluating wines for wineries, magazines, importers, and wine shops.
- Organizing wine-related events, masterclasses, and academic conferences.

**Wine Writer / Journalist** — Circle of Wine Writers | 2019 – Present

- Founder and lead writer at oenognosia.com.
- Contributor to wine, taste, and hospitality magazines in Cyprus and Greece.
- Only member in Cyprus-Greece among 300 global wine writers.

## JURY MEMBERSHIPS

- Berliner Wine Trophy — 2019 – Present
- Cyprus Wine Competition — 2019 – Present
- Frankfurt International Trophy — 2019 – Present
- Lyon International Wine Competition — 2019 – Present

## EVENT ORGANIZATION

- Enotourism Cyprus Conference — Academic conference on wine tourism.(Since 2022)
  - Oenognosia – Cyprus Wine Expo — Largest wine fair in Cyprus with masterclasses and lectures.(Since 2022)
- oenognosia.cy

## PROFESSIONAL MEMBERSHIPS

- Circle of Wine Writers
- Society of Wine Educators
- Former Board Member, Cyprus Sommeliers Association

## ACADEMIC PUBLICATIONS

- Critically Evaluate How Marketing Techniques and Tools Can Support the Strategy of a Winery and Impact the Marketing Plan.
- Terroir or Taste: How Regional Identity Shapes Wine Evaluation and Market Positioning.
- The Rise of Direct-to-Consumer (DTC) Sales in the Wine Industry: How Wineries are Bypassing Traditional

Distribution to Build Customer Relationships.

- Biodiversity as a Climate Shield - Lessons from Xynisteri and Mavro

■ Available at: Academia.edu – Michalis Georgiou

## **PERSONAL STATEMENT**

Passionate about wine education, viticulture, and supporting the wine community through writing, teaching, and advocacy. Dedicated to promoting terroir-driven wines, cultural identity, and meaningful sensory experiences.