

PAOLO MARCHI

AGRONOMIST · OENOLOGIST

Strategic partner of the farm: planning, direction, viticulture, oenology, technical appraisals.

Reading the territory. Asking the right questions. Building the answers.



PROFILE

Independent agronomist and oenologist since 2007, trained at the University of Florence with two degrees both awarded with full honours (110/110 cum laude). After working with a leading Tuscan oenological consulting practice, I developed a method that combines technical rigour with deep listening to the terroir. I support farms and wine estates — both organic and conventional — throughout the full cycle, from strategic planning to final product definition. I also serve as a court-appointed technical consultant and as an accredited tasting expert for DOP/IGT wines of Tuscany.

AREAS OF EXPERTISE

VITICULTURE

Vineyard design, precision techniques, year-round agronomic management, integrated crop protection, ripening monitoring.

OENOLOGY

Targeted vinifications (whites, reds, rosés, sparkling), fermentations, ageing, stabilisation, blending.

GENERAL AGRONOMY

Strategic planning, soil management, input reduction, regenerative practices, operational direction of the farm.

GREEN SPACES, GARDENS AND LANDSCAPES

Design and management of private green areas (villas and residences), parks and natural areas, agricultural landscapes.

BUSINESS CONSULTING

Development plans and investments, cost optimisation in vineyard and cellar, supplier coordination, staff training.

WINE POSITIONING AND VALUE BUILDING

Market segmentation, sales channel selection (HoReCa, specialist retail, export), pricing, product narrative.

APPRAISALS, EXPERT REPORTS AND AGRI-FOOD QUALITY

Land and damage valuations, technical appraisals and court-appointed expertise (CTU); HACCP, traceability, processing.

«My method comes from the balance between technique and field experience. Every project is unique and requires targeted choices, born of concrete data analysis and sensitivity to the territory.»

CONTACTS

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PATH, QUALIFICATIONS, ACCREDITATIONS

Academic training, professional experience, institutional accreditations

ACADEMIC TRAINING

Degree in Viticulture and Oenology

University of Florence · 110/110 cum laude · 2009

Research thesis: «The effect of ongoing climate change on wine-grape growing: prospects and adaptation strategies for quality viticulture».

Degree in Agricultural Sciences and Technologies

University of Florence · 110/110 cum laude · 2001

Two-year experimental thesis as part of the «Chianti Classico 2000» project: «The effect of planting density on the yield and quality of the Sangiovese variety in the Chianti Classico territory».

Professional qualification

State exam · 2001

Chartered Agronomist and Forestry Engineer (Dottore Agronomo e Forestale).

REGISTRATIONS AND ACCREDITATIONS

- Register of Agronomists and Foresters, Province of Florence (Italy)
- Court-Appointed Technical Consultants Register (CTU)
- Register of Wine Tasting Experts, Region of Tuscany
- Regional Register of Tasting Experts for Designation of Origin (DOP/IGT) wines of Tuscany



INDEPENDENT CONSULTING PRACTICE

Since 2007 I have provided technical consulting to farms and wine estates across Tuscany and neighbouring regions. I have worked with both organically and conventionally managed estates in benchmark viticultural areas: Chianti Classico, San Gimignano, Montalcino, Rufina, Cortona, as well as projects in Lunigiana and Versilia. My engagements range from strategic planning and operational direction to winemaking supervision, from private landscape and natural-area design to commercial positioning support for the final product.

COURT TECHNICAL CONSULTING (CTU)

Active since 2009 as Court-Appointed Technical Consultant in civil, criminal and tax cases. Areas of specialisation:

AGRICULTURE & AGRONOMY

VITICULTURE & OENOLOGY

PLANT PATHOLOGY

LAND VALUATION

DAMAGE ASSESSMENT

FERTILISATION

WEED CONTROL

AGRI-FOOD INDUSTRY

CONTINUING EDUCATION AND LANGUAGES

Continuous professional development since 2002 in biodynamic viticulture, climate change management, integrated pest management, sensory analysis, wine labelling and legislation, ampelography, vinifications and ageing of fine wines. **Languages:** Italian (native), French (excellent), English (good).