Guillermo de Aranzabal, M.B.A. ’84

A FIFTH-GENERATION VINTNER from Spain, Guillermo de Aranzabal, M.B.A. ’84, is president and CEO of Spain’s Grupo La Rioja Alta, S.A.

Born in Pamplona, Aranzabal earned law and economics degrees from the University of Deusto in Bilbao. He studied management at the University of North Carolina in Charlotte before earning his business degree from the University of Miami.

In 2005 Aranzabal succeeded his father as head of La Rioja Alta. Founded in 1890, the Haro, Spain-based enterprise, a pioneer in balancing Old World technique with modern technology, has four wineries, multiple brands, and offices in Germany, China, UK, and Miami. A founder of the Association of Centenary and Traditional Wineries, Aranzabal is a member of La Gran Orden de Caballeros del Vino (UK) and of the Basque Academy of Gastronomy.

He’s also Chairman of the other family business: Agromotor (real estate, car dealerships and financial services in the north of Spain) and Albertia (Home-care residences for elderly people around Spain).

In guiding his family-owned business to extraordinary prominence as a premier international winery and serving as an influential leader of the global wine community, Aranzabal exemplifies entrepreneurial passion, vision, and innovation.