



EDOARDO FREDDI INTERNATIONAL: GUIDO BALDESCHI BALLEANI NEW CHIEF STRATEGY OFFICER

With a consolidated international experience in premium brands and exports, Baldeschi Balleani will lead the EFI Fine Wines division from January 19th, 2026

Castiglione delle Stiviere, January 13th, 2026 – **Edoardo Freddi International** has strengthened its management team with the appointment of **Guido Baldeschi Balleani** as **Chief Strategy Officer** for **EFI Fine Wines**, effective January 19th. This appointment represents a **strategic step** for the division, which promotes premium wines in 70 countries. Currently comprising four producers—Michele Satta (Bolgheri), San Leonardo (Trentino), Monteverro (Maremma), and Montevertrano (Campania)—it will expand its portfolio to include eight wineries in the coming months.

A Bordeaux-trained **oenologist** (DNO Bordeaux), Baldeschi Balleani will lead the **commercial development** of premium brands, the opening of new markets, and the consolidation of existing ones. He will optimize product positioning and volume allocation, coordinate commercial, marketing, and communication strategies, as well as masterclasses and promotional events. He will manage pricing policies and control the parallel market, protecting brand margins and image, and ensuring their consistent and strategic presence in various international contexts.

“Guido Baldeschi Balleani's arrival represents a further step in EFI's consolidation as a global reference point for Italian producers seeking to address international markets in a structured and forward-thinking manner,” stated CEO **Edoardo Freddi**. *“His experience, combined with his in-depth knowledge of the product and the context, will be crucial to strengthening the presence of our premium brands worldwide.”*

Former Sales & Marketing Director of **Tenuta San Guido** (Bolgheri), the exclusive owner of the Bolgheri Sassicaia DOC, Baldeschi Balleani's professional career includes experience at leading wineries in France and Italy, including Château L'Évangile, Tenuta di Trinoro, Livio Felluga, and Marchesi Mazzei, as well as a long-standing collaboration with the **OIV – International Organisation of Vine and Wine**, during which he served as Head of the Oenology Commission and represented the organization in numerous international tasting competitions.

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