

Santiago Botas

Santiago Botas is an international marketing consultant, promoter, educator, taster and occasional writer, specializing in olive oil and other fine foods. At present he runs his own firm Gaulas Consulting.

Throughout his career Santiago has worked for consulting firms, olive oil companies and different institution, both International and Spanish, like the European Union, the International Olive Council, (IOC), The Olive Oil Exporters Association of Spain (ASOLIVA), The Foreign Trade Institute of Spain (ICEX), or the Interprofesional of Spanish Olive Oil.

He contributed to the setting up, and for some years was the Managing Director of “World Olive Oil Exhibition”, the first professional event dedicated exclusively to the international olive oil trade which is held yearly in Madrid.

As an olive oil promoter Santiago has conducted seminars, workshops and tasting sessions in over thirty countries around the world. As taster he is a regular juror at “Olive Japan” international competition.

Santiago is member of the California based association Extra Virgin Alliance, EVA.

He has appeared in different radio and TV programs, and his writings have been published in several Spanish and foreign media.

