

## PROFILE



### **Francisca van Zeller**

#### *Avid Storyteller*

Francisca van Zeller is the Communication and Marketing Manager at Van Zellers & Co. Francisca grew up between the Douro vineyards and the city of Porto. Ever since she was a little girl, she wanted to follow in her father's footsteps and become a winemaker. Her father told her about the importance of knowing how to tell stories in the world of wine, so Francisca started off by following one of her passions and studied History at Royal Holloway College in London, followed by a Masters degree in Journalism at Universidad San Pablo CEU in Madrid. In 2007, she made her first work trip to California to promote wines, which made her want to return to the world of wines one day. And that's what she did in 2011, when he became Public Relations at Bacalhôa Vinhos de Portugal. In 2013, Francisca joined the family business, Quinta Vale D. Maria, where she worked in Marketing and Sales. At the same time, she completed her Post-Graduate studies in Wine Making and Viticulture at Universidade Católica in Porto in 2015. In 2015, Francisca became Wine Director at Six Senses Douro Valley, leaving by the end of 2017.

In 2017, Quinta Vale D. Maria was integrated into Aveleda S.A., and Francisca became brand manager for the brand until early 2020. In 2020, she set up the Public Relations Department for the whole company and became PR Manager for Aveleda S.A.

In 2020, Cristiano van Zeller relaunched Van Zellers & Co, a family company originally founded in 1780. Van Zellers & Co found a way into the market with a new image and strategic positioning that Francisca helped to define. But it was only in 2022 that Francisca returned to the family business, to tell stories once again as Director of Communication and Marketing. She still maintains a role as Head of Sustainability Communication at Aveleda S.A.

Francisca has also been responsible for establishing the first group of women in wine in Portugal – the D'Uva Portugal Wine Girls in 2013 and participated in the creation of United

Wine Women, a women's charitable association for girls in need of support for education, since 2017.

In her free time, Francisca enjoys spending time with family and friends, being in the countryside, cycling, surfing, reading, tasting different foods and wine and on some occasions, finishing her evenings with a cigar and a glass of Port wine.