
JAVIER HERRERA ORTA

PROFILE

Consultant on the world of rum with over 24 years of experience. Everything that encompasses the world of rum is our purpose, to help solve problems, wherever we are required. From the most technical work with engineers, chemists, rum masters, to sales, marketing and executive personnel, our job is to advise and help in all purposes in the improvement of a product. **Excellent qualifications in strategic planning, with extensive knowledge of project management, organization of work, teamwork and delivery.**

EXPERIENCE

RUM CONSULTANT, RUM EXPERT, RUMCONSULTANT S. A. RON RUM RHUM JANUARY 2007 - PRESENT

What I do: Business planning, aging in barrels, mixing and product acquisition and needs for good management.

Distillery design and arrangements in its operation, in the improvement and quality of the product.

Organoleptic evaluations of product tasting, development of new products, development of a brand image, improvement in the development of cocktails with the brand and culinary skills in the pairing of the product, specific training and development of a private brand, intermediation of rum to bulk, molasses, etc... to always choose the best product on the market.

RUM MAESTRO, ARTESANO RUM CORPORATION, JAYUYA, PUERTO RICO JANUARY 2015 - PRESENT

Responsibilities: As Rum Maestro, I create formulations for all Ron Artesano rums, plan and budget new productions, help source all materiales and handle all quality control.

DIRECTOR, INTERNATIONAL RUM CONFERENCE USA - CORAL GABLES, FLA JULY 2018 - PRESENT

Responsibilities: Event President and organizer. Coordination for all guest international expert conference speakers, rum competition (tastings) and rum festival.

DISTILLATES EXPERT, E.S. SI, MADRID, SPAIN JANUARY 2014 - PRESENT

Responsibilities: Organization of events and activities around the world of alcoholic beverages and rum in particular, Master classes, tastings and courses.

Development of formulations and new brands, market analysis, introduction of new brands in the European market and development of campaigns in the world of spirits.

We have the material and qualified personnel to develop all the events that are required.

IRC CERTIFYING, IRC QUALITY CERTIFICATIONS

JANUARY 2012 - PRESENT

Responsibilities: Quality certifications for beverages and spirits.

PRESIDENT & FOUNDER, RUM CLUB INTERNATIONAL

JANUARY 2010 - PRESENT

Responsibilities: Everything related to culture in the world of rum.

- Visits to distilleries, ronerías, wineries
- Purchase of rums in advantageous conditions, thanks to the special status of Member.
- Tastings and tastings of rums.
- Training courses and Master-Class on the world of rum.
- Organization of trips to rum festivals.

SPIRITS COMPETITIONS JUDGE, SPAIN, USA, GERMANY, ITALY, HAITI, FRANCE

2011 - PRESENT

**SPEAKER, SHOW RUM, INTERNATIONAL RUM CONFERENCE, RHUM FESTIVAL
HAITI**

2012 - PRESENT

**TEACHER IN TRAINING IN "ADVANCED COURSE OF DISTILLATES", MADRID,
SPAIN**

2014 - PRESENT

DIRECTOR, INTERNATIONAL RUM CONFERENCE, MADRID, SPAIN

2010 - 2018

EDUCATION

HOTELS & TOURISM, MADRID

DIPLOMA IN HOSPITALITY, HOTEL MANAGEMENT - 1987

UNIVERSIDAD NACIONAL DE EDUCACION A DISTANCIA

CHEMISTRY - 2015

LALLEMAND

FERMENTATION TECHNICIAN, CHEMISTRY - 2015

THE RUM UNIVERSITY, 2014