Mark D. Greenspan, Ph.D.

632 Vista Grande Place

Santa Rosa, CA 95403

707.568.5256

Professional Profile

Accomplished viticulturist and researcher, recognized within the wine industry as a leader in many important aspects of winegrowing science and technology. Experienced group manager and project manager of cross-functional R&D endeavors. Active in the industry through leadership and membership positions in a number of technical and support organizations.

Experience

ADVANCED VITICULTURE - Santa Rosa, CA

May 2005 to present

Owner, Manager and Viticulture Consultant

Proprietor of consulting firm providing consulting services to wineries and winegrape growers in areas such as quality and productivity improvement, water management, vine nutrition, vineyard climate assessment, canopy management, yield management, vineyard troubleshooting, maturity assessment, winery-grower relations and vineyard technologies.

E&J GALLO WINERY – Healdsburg, CA

1998-2005

Winegrowing Research and Development Manager

Directed a research team in the design, data collection and data analysis of winegrowing experiments pertaining to irrigation, fertilization, crop load, maturity and other cultural variables. Managed cross-functional research projects involving viticulture, chemistry, sensory, genetics and winemaking disciplines. Conducted sensory evaluations of experimental wines to determine impact of winegrowing practices. Presented results and findings orally and in writing to internal customers of the company, corporate senior management, as well as to members of the grower community. Investigated the utility of new technologies for the improvement of viticultural operations, such as precision viticulture, aerial imagery, GPS mapping and scouting, GIS mapping and analysis and automated weather stations. Led the development of data management systems to support tracking of viticultural information for the company's vineyards. Served as an in-house viticultural resource specializing in water and nutrient management of vineyards, as well as for vineyard development decisions such as soil amendment, rootstock, vine spacing and trellising.

GALLO VINEYARDS, INC. - Healdsburg, CA

1996-1998

Irrigation Specialist

Executed the design, data collection and data analysis of experiments pertaining to irrigation, evapotranspiration, and the effect of periodic irrigation deficits on both vines and wine. Developed a software tool for use in precise scheduling, tracking and reporting of irrigation and fertigation as well as for tracking weather variables and vineyard water status. Implemented a production-scale vineyard water status monitoring program and consulted vineyard management team on irrigation scheduling.

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UNIVERSITY OF CALIFORNIA, DAVIS

1988-1996

Graduate Student Research Associate

Developed microclimate models to be used for the remote sensing of vineyard water status and evapotranspiration. Investigated water flow into and out of the grape berry under irrigated and drought stressed conditions. Explored the developmental changes that lead to desiccation resistance of the fruit after the onset of ripening.

LOCKHEED MISSILES AND SPACE CO. – Sunnyvale, CA

1984-1988

Senior Research Engineer

Led a design team in the development of ground support electronics systems.

Education

Ph.D.	Agricultural Engineering, University of California, Davis.	1999
M.S.	Horticulture, University of California, Davis.	1994
B.S.	Electrical Engineering (Honors), University of California, Davis.	1983

Activities, Organizations And Honors

California Enology Research Association (CERA) - Chair, Viticulture Committee

ASEV: 2004 Annual Meeting Program Committee and Sessions Chair

2006 Annual Meeting Sessions Chair

2009 Annual Meeting Abstract Committee and Best Paper Committee

U.C. Davis Trellis Alliance – Former Director

American Journal of Enology and Viticulture – Scientific Reviewer

North Coast Viticulture Research Association – Past Member

American Vineyard Foundation (AVF) – Cultural Practices Review Committee Member

Viticulture Consortium – Cultural Practices Review Committee

Viticulture Consortium (Eastern Section) – Review Panel

Sonoma County Viticulture Technical Group – Member and Speaker

Napa Valley Viticulture Technical Group – Member and Speaker

Guest Speaker: Napa Valley College, Santa Rosa Junior College, Cal Poly San Luis

Obispo, Sonoma Valley Vintners and Growers Alliance, American Society of Enology and Viticulture, Pennsylvania Grape Growers, Long Island Grape Growers, British Columbia Wine Institute, Sonoma County

Water Agency

Gamma Sigma Delta – Agricultural Honor Society – Honorary Member

Tau Beta Pi – Engineering Honor Society – Member

ASEV Best Student Paper Award - 1991

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Publications

- Dr. Greenspan has been publishing a monthly column in the trade journal Wine Business Monthly continuously since December 2005.
- Csavas, T., M. Greenspan and D. Roberts. Nuances of temperature/climate in coastal California winegrowing. In press. Practical Wienry and Vineyard.
- Greenspan, M.D. Sulfur-free in Alexander Valley. Practical Winery and Vineyard. March/April 2006.
- Greenspan, M.D. Integrated Irrigation Management in California. Practical Winery and Vineyard. March/April 2005 and May/June 2005.
- Thomas, R., M. Greenspan, D. Beckstoffer and L. Thach. 2004. The business of viticulture. *In:* Wine. A Global Business. L. Thach and T. Matz, eds. Miranda Press, Elmsford, NY.
- Greenspan, M.D. and J.J. O'Donnell. 2001. Evaluating the utility of remotely sensed canopy density for the understanding of vineyard spatial variability. Space-Age Winegrowing. Proceedings of a symposium held at Niagara-on-the-Lake, Ontario. pp. 27-41.
- Greenspan, M.D. and M.A. Matthews. 1996. On-site vineyard water status from simple and complex canopy models. Proceedings of the International Conference on Evapotranspiration and Irrigation Scheduling, San Antonio, TX. pp.650-655.
- Greenspan, M. D., H. R. Schultz, and M. A. Matthews. 1996. Field evaluation of water transport in grape berries during water deficits. Physiologia Plantarum 97:55-62.
- Greenspan, M.D., and M.A. Matthews. 1995. Evaluating Technology for Automated Determination of Crop Water Status. Journal of Arid Land Studies 5:219-222.
- Greenspan, M. D., K. A. Shackel, and M. A. Matthews. 1994. Developmental changes in the diurnal water budget of the grape berry exposed to water deficits. Plant, Cell and Environment 17:811-820.