



ABOUT BERTHA GONZÁLEZ NIEVES CO-FOUNDER & CEO OF CASA DRAGONES

BERTHA GONZÁLEZ NIEVES IS THE CO-FOUNDER AND CEO OF TEQUILA CASA DRAGONES. FOR THE PAST 15 YEARS, SHE HAS DEDICATED HER CAREER TO THE TEQUILA INDUSTRY, EARNING THE CERTIFICATION AS THE FIRST FEMALE MAESTRA TEQUILERA BY THE ACADEMIA MEXICANA DE CATADORES DE TEQUILA, A DISTINCTION USUALLY HELD ONLY BY MEN. THE LOS ANGELES TIMES CALLS GONZÁLEZ NIEVES “THE FIRST LADY OF TEQUILA,” FOOD & WINE AND FORTUNE MAGAZINES NAMED HER ONE OF “THE MOST INNOVATIVE WOMEN IN FOOD & DRINK FOR 2015,” AND THE FINANCIAL TIMES SAYS SHE IS “A TOUGH ENTREPRENEUR AND CO-FOUNDER OF ONE OF THE CHICEST BRANDS IN A BUSINESS ROOTED FIRMLY IN MEXICAN MACHISMO.”

IN 2009, CASA DRAGONES DEBUTED TEQUILA CASA DRAGONES JOVEN, A RARE, UNIQUELY SMOOTH SIPPING TEQUILA MADE BY BLENDING SILVER AND EXTRA AGED TEQUILA. IN 2014, CASA DRAGONES EXPANDED ITS COLLECTION WITH TEQUILA CASA DRAGONES BLANCO, ITS FIRST STYLE OF SILVER TEQUILA THAT IS PERFECT FOR ENJOYING IN COCKTAILS OR ON THE ROCKS.

PRIOR TO CO-FOUNDING CASA DRAGONES, GONZÁLEZ NIEVES SPENT 10 YEARS AS A TOP EXECUTIVE FOR THE WORLD'S LEADING MULTI-NATIONAL TEQUILA COMPANY, HOLDING SENIOR MARKETING AND COMMERCIAL POSITIONS, INCLUDING COMMERCIAL DIRECTOR FOR NORTH AMERICA, GLOBAL DIRECTOR OF NEW BUSINESS AND INNOVATION AND GLOBAL BRAND DIRECTOR. PRIOR, GONZÁLEZ NIEVES SERVED AS A CONSULTANT AT BOOZ ALLEN & HAMILTON, WHERE SHE DESIGNED AND IMPLEMENTED MARKETING STRATEGIES FOR LEADING GLOBAL PACKAGED GOODS COMPANIES.