



TEQUILA
PARTIDA®

Jose Valdez
Maestro Tequilero at Tequila Partida



José is an Industrial Engineer from the Universidad Panamericana Campus Guadalajara 1999 – 2004. He held a Global MBA degree from Thunderbird Business School (University of Arizona) and the ITESM campus Gdl 2012 – 2014 where he graduated with honors.

During his master's degree he took a course on "The cultural factor as a key element in global business" at the Sophia University in Tokyo Japan. He lived for 1 month in that country doing internships with various companies including Toyota's first factory, Sony and the Tokyo Stock Exchange. He has a Business Management course at IPADE Business School (The best Mexican business school according to Financial Times).

He is "Expert in Tequila Production" by Cultura y Capacitación del Tequila A.C. In addition, he has the title "Tequila Technician" from the UAG Universidad Autónoma de Guadalajara and the CRT Consejo Regulador del Tequila. He is certified as a Tequila Taster with Ana María Romera, author of the book "Los Aromas del Tequila". Since 2008 he has been a member of the Mexican Academy of Tequila and Mezcal Tasters.



He has collaborated in Tequila Partida since its creation from 2005 until today. He has created all Tequila Partida products, and the supply chain developed in 2 different distilleries. He has occupied different positions in the areas of Supply Chain, Logistics, Production, Operations (Sales & Marketing) and Administration. In 2019 he became General Director. José has been a key player in the strategic alliances that the company has had with the American founders in the creation and maturation of the company (The Shansby Group 2005 – 2017), in the market penetration in the US with the Scottish partners (Edrington 2017 – 2022) and with the current owners of the brand since 2022, Lucas Bols, a Dutch company based in Amsterdam that has presence in more than 110 countries. José continues as General Director and Maestro Tequilero and collaborates on the distribution of Lucas Bols portfolio products in the USA and México and new markets such as Benelux, China, Singapore, Italy and more.

Jose has given and continues giving masterclass, seminars and courses related to the tequila & agave spirits industry and courses related to agave, production processes, aging and Tequila tasting & pairing in Mexico, the USA, Europe and Asia. José has provided courses and seminars of Management and Innovation as well as Strategy since 2015 at his alma mater, Universidad Panamericana Campus Guadalajara, Jalisco México to both Undergraduates and Postgraduates. José has been married since 2008 and has 4 children. He loves sports, travels, international cuisine, fine wine, craft beers and craft spirits and his main hobby is running half marathons & marathons.