



KATARINA ANDERSSON

PH.D., WINE WRITER,
TRANSLATOR, STRATEGIC
COMMUNICATION ADVISOR FOR
WINERIES

ABOUT

Former academic historian and lecturer turned translator, wine writer, content and social media strategist, and sommelier. I have guest lectured, for example, at the Umbra Institute in Perugia and the IATH Academy in Como, and taught Italian wine history at the Istituto Lorenzo de' Medici. For the last 10 years, I have helped smaller to mid-sized wineries with content strategies, contacts, and export consulting. Currently, I am writing a short e-book on shifting perspectives in wine, food, and travel sectors in collaboration with Cristina Mascanzoni Kaiser.

EDUCATION

PH.D IN HISTORY - 2004

Doctoral program. Title of the thesis: Making Politics in the Streets. Political Rituals and Rhetoric in 19th Century Sweden.
European University Institute, Florence, Italy

BA & MA IN ITALIAN LANGUAGE AND LITERATURE - 1998

Lund university, Sweden

BA & MA IN HISTORY - 1998

Lund university, Sweden

WORK EXPERIENCE

ACADEMIA

2006 - 2008 - University lecturer in Modern and Contemporary History
Halmstad Högskola, Kristian IV:s väg 3, box 823, 30118 Halmstad, Sweden

Autumn 2005 - Lecturer in Modern History, Boston University, Padova, Italy

TRANSLATION

2002 onwards - Translation of mostly legal, EU texts, commercial, technical, smaller literature, and encyclopedia text projects, marketing tourism texts, wine & food, social sciences, technical manuals, etc.

SPORT & OTHER INTERPRETING

December 2019 - Consecutive interpreter at press conferences before and after UEL MD5 FC Lugano v FC Kopenhagen, in Sankt Gallen, Switzerland.

November 2019 - Simultaneous interpreting in Chisinau, Moldova at BWI Regional European Conference.

PROFESSIONAL AREAS

Translator
Wine writer
Live streaming strategist
Social media strategist
Social media management
Content writer
Speaker

WINESOFITALY LIVESTREAM

Relaxed interviews with Italian smaller wine producers in English. Focusing on the story behind the winemaker, the region, terroir, the wines...
Every Tuesday on the Facebook page @WinesOfItalyLS from 2015-2022

DIGITAL VINO

Live stream series launched in 2020 about the interaction between the worlds of wine and digital.
Every Wednesday on the Facebook page @grapevineadventures

CONTACT

P: 3467424395
E: grapevineadventures@gmail.com
W: www.grapevineadventures.com

SOCIAL

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WORK EXPERIENCE

SPORT & OTHER INTERPRETING

July 2018 - Consecutive interpreter at the first press conference to present a new player of ACF Fiorentina, Florence Football Stadium, Clark Football Languages, London.

November 2017 - Consecutive interpreter at the first press conference before the World Cup Qualification match between Italy and Sweden, Milano, Clark Football Languages, London.

October 2017 - Consecutive interpreter at the Women Champions League match between Fiorentina and Fortuna Hjørring, Florence, Clark Football Languages, London

May 2016 - Simultaneous interpreting for EWC (CAE) Barilla in Parma, 2 days.

October 2015 - Consecutive interpreter at the Europa League match between Napoli and Midtjylland, Naples, Clark Football Languages, London

September 2014 - Consecutive interpreter at the Champions League match between Juventus and Malmö FF, Torino. Clark Football Languages, London.

September 2014 - Simultaneous interpreting at Tarkett forum, international union meeting in Narni, Umbria

October 2012 - Consecutive interpreter at the U21 match between Italy and Sweden in Pescara. Qualification match for the U21 European Championships next year. Clark Football Languages, London.

June 2012 - Translator of press material, interviews and press conferences during EURO 2012. Specifically, translations from SV, IT>EN. Clark Football Languages, London.

January 2011 - Consecutive interpreter at a meeting between the Italian and Swedish Football Federations. Specifically, a board meeting between the two federations in Rome. Through Clark Football Languages, London.

Sept. 2010 - Consecutive interpreter at the qualification match Italy-Faeroe Islands, 7 September 2010. Press conferences with national coaches Cesare Prandelli and Brian Kerr. Clark Football Languages, London.

Nov. 2009 - Consecutive interpreter at the friendly football match between Italy and Sweden, on November 18, 2009. Press conferences with the national coaches Marcello Lippi and Erik Hamrén after the match. Clark Football Languages, London.



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WORK EXPERIENCE

SOCIAL MEDIA & CONTENT WRITING

Early 2016 onwards - Content writing, translation, and social media strategies and management for wineries.

Content strategy courses online and one-on-one

COMMUNICATION & CONTENT STRATEGY COURSES

March 2026 - Online 4-week course for wineries where I teach structured storytelling and strategies. My own course for wineries.

Summer 2020 - Teaching a series of 3 online webinars for AITI Toscana titled "Traduttori e interpreti nell'era digitale". Mainly about how to create a personal brand, how to change the mindset, content creation, social media, etc.

Spring 2016 - Webinar about social media theories and tools, AITI Toscana

Spring 2016 - Guest seminar about social media theories and tools, AITI Marche

WINE & SOCIAL MEDIA

Founder of WinesOfItaly LiveStream in 2015. A weekly live stream with guests from the Italian wine world, mainly for an international audience. Until 2019, it was a weekly occurrence; from early 2019, it was only on special occasions.

Also working with referrals from international wine writers and influencers, mainly for Italian events.

WINE SEMINARS

December 2023 - Teaching an intensive course about Italian wine history and culture to French students who were studying at a Wine Management Program in Bordeaux and Lyon, NEXT-U Education.

April 2022 - Part of a panel during Vinitaly organised by Radici del Sud and Aromi Ristorazione on the expressions of Primitivo and Malvasia. Two different seminars, one on Primitivo and one on Malvasia. History, characteristics, change.

Wines Of Italy Course, spring 2018 - Teaching the academic course Wines Of Italy to American exchange students at Lorenzo de' Medici Institute, Florence



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WORK EXPERIENCE

Guest Lecture November 2017 - Guest Lecture talking about the role of social media, visual media, wine journalism, and influencers in the world of wine at Umbra Institute, Perugia

Words at the Wine Bar, 2015 – a new ABC wine seminar in English together with Nadia Padrin developed and held at a local wine bar in Florence during the spring and summer of 2015.

Words at the Winery, 2014 – continuance and development of this wine seminar on terminology together with Helen Farrell and held in collaboration with AITI at Il Borro, Arezzo, in June 2014 and at Feudi di San Gregorio, Avellino, in October 2014.

Words & Wine, Florence, November 2013 – the creation of this seminar on wine terminology was then elaborated in collaboration with Helen Farrell and Fisar.

PUBLICATIONS

"Il mito di Garibaldi in Svezia nell'Ottocento" di Katarina Andersson, in Garibaldi e gli ideali democratici internazionali : convegno interdisciplinare: Urbino (Italia), Columbia (South Carolina), Porto Alegre (Brasile) / Jan Marten Ivo Klaver ... (a cura di), 2011

Making Politics in the Streets. Political Rituals and Rhetoric in 19th Century Sweden, European University Institute, Florence, Italy, 2004

PUBLICATIONS IN ONLINE MAGAZINES

Example of articles:

"Sicilien En Primeur 2024 & 2025, Livets Goda, Sweden, July 2025

"Distinct Styles of Primitivo from Puglia and Which One Leads to the Future" in Somm TV Magazine, USA, 2022

"Så blev gaglioppovinets rykte återupprättat" in Wine Table, Sweden, 2022

"Meet Four Women at the Forefront of High-Altitude Winemaking in Chianti Classico" in The Vintner Project, USA, 2022



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ACADEMIC PRESENTATIONS

SOME FEW EXAMPLES

Garibaldi e gli ideali democratici internazionali : convegno interdisciplinare:
Urbino (Italia), 2007

Garibaldi: The Politics of Radical Fame, ASMI conference, London, 2007

LANGUAGES

Swedish (mother tongue), Italian, English

Autorizzo il trattamento dei miei dati personali ai sensi del Regolamento
Europeo 679/2016 e del D. Lgs 196/2003.