

M.A. "Mike" Morales

Chief Executive Officer at Tequila Aficionado Media

Experience

Chief Executive Officer at Tequila Aficionado Media

March 2013 - Present (2 years 10 months)

Responsible for providing strategic leadership for the company by working with the Board, Chief Operating Officer and other management to establish long-range goals, strategies, plans, and policies.

Owner at Intimate Tequila Tastings(TM)

May 2007 - Present (8 years 8 months)

M.A. "Mike" Morales is America's premier tequila journalist, blogging and reporting exclusively on the trends, producers, insiders, and hottest brands in the tequila industry today. (You can view more of my bio here: http://tequilajournalist.com/?page_id=145)

Executive Editor at Tequila Aficionado.com

2010 - March 2013 (3 years)

Associate Producer at Last Tequila Standing

2011 - 2013 (2 years)

Skills & Expertise

Tequila

Blogging

Brand Development

Social Media Marketing

Beverage Industry

Marketing Strategy

Alcoholic Beverages

Social Media

Beer

Online Marketing

Brand Management

Public Relations

Social Networking

Brand Awareness

Marketing

Event Management

Advertising

Copywriting

English

Market Planning
Research
SEO
Public Speaking
Spanish
Photography
Media Relations
Writing
Promotions
Press Releases
Entrepreneurship
Online Advertising
Publicity
Management
Email Marketing
Editing
Copy Editing
Journalism
Marketing Communications
Entertainment
Event Planning
Relationship Marketing
Creative Direction
Sponsorship
Facebook
Integrated Marketing
Marketing Management
Distributors
Creative Writing
New Media
Twitter

Education

California State Polytechnic University-Pomona

Small Business Management, 1977 - 1982

Honors and Awards

Given an award of recognition by the Sotol Council of Mexico.

Publications

Tequila Aficionado.com

Authors: M.A. "Mike" Morales

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5 people have recommended M.A. "Mike"

"Tequila journalist Mike Morales educates us on the history, background and proper way to enjoy tequila. He is the single most important expert on Tequila within the United States. His has the respect of his peers and followers around the world. I recommend his work to all that would like to learn more about the Tequila culture and industry."

— **Shaun Cassidy**, was with another company when working with M.A. "Mike" at Tequila Aficionado Media

"I have been fortunate to work along side Mike for the past two years at the Spirits of Mexico Festival in San Diego. Since our first meeting in 2009 Mike has never hesitated to offer his extensive knowledge and I know I can rely on him for anything having to do with tequila."

— **Dan Hagendorf, CSS**, was with another company when working with M.A. "Mike" at Intimate Tequila Tastings(TM)

"Mike is truly a dedicated and passionate writer on all things TEQUILA! All my respect and admiration to him who has taught and giving me an insight to the complex world of the beverage industry! Adriana Leon"

— **Leona Enterprises**, was with another company when working with M.A. "Mike" at Intimate Tequila Tastings(TM)

"Mike is the rare combination of doing things quickly and still doing them well. His industry connections and expertise in Tequila is immense. Pleasure to work with him."

— **Herb Kraft**, was with another company when working with M.A. "Mike" at Tequila Aficionado.com

"Mike knows tequila inside and out. Not only is he a terrific writer and journalist, but he is a dedicated advocate of ethical and environmentally conscious growing of agave and production of tequila. Mike continues to be both a mentor and inspiration to me."

— **Ryan Kelley**, worked directly with M.A. "Mike" at Tequila Aficionado.com

[Contact M.A. "Mike" on LinkedIn](#)