Dr. Mario Pezzotti is a full professor of Agricultural Genetics at University of Verona (Italy) with expertise in grapevine functional genomics and systems biology, specifically berry ripening and withering. He contributed to the release of the first draft of the grapevine genome by participating in the French–Italian public consortium for grapevine genome characterization and was responsible for the applied projects translating the genome knowledge. He is also co-responsible for the Functional Genomic Centre of the University of Verona where the most advanced transcriptomic platforms are available to study gene expression in grapevine. A grapevine gene expression atlas will soon be released to the grapevine community to foster the genome annotation process. He uses an integrated approach (transcriptomic, proteomics and metabolomics) to understand the complex interplay between the environment and berry quality. He will speak on the impact of the grapevine genome knowledge on the future of viticulture and oenology.