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LIVES



GOTHAM GIGS

Wine time

LISA CARLEY, 37, knows her grapes. For the past year and a half, she has worked with public relations firm CRT/Tanaka as a brand ambassador for the wines of the Rioja region of Spain.

WELL-VERSED In 2004, Ms. Carley received her sommelier certification and later enrolled in the two-year diploma program at the Wine & Spirit Education Trust for the equivalent of a master's degree. "It's an incredibly rigorous program," Ms. Carley says. "You have to know botany, herbology, chemistry and physics."

WINE FOR THOUGHT Ms. Carley promotes Rioja wines through seminars and events and focuses on the under-35 market. "I want to demystify wine," she says. "I want people to realize that wine doesn't have to be scary or complicated." She markets bottles ranging from \$7 to \$300 from 90 Spanish importers.

ALL THINGS WINE The gig comes with a fair amount of travel. Ms. Carley spends her time in transit reading up. She says, "I eat and drink for a living, and that just isn't bad."

—ADRIANNE PASQUARELLI