

CEJA, AMELIA MORAN (1955–)

“I was so proud of my heritage and I felt so empowered!” Amelia Moran Ceja.
Latinas in the United States: A Historical Encyclopedia.

Born in Jalisco, Mexico, Amelia Moran Ceja spent her childhood in Las Flores, a small agrarian village with a population of fewer than sixty people, with no electricity or running water. In 1967 the family moved to Napa Valley, California, and Amelia discovered the world of vineyards and winemaking. She married Pedro Ceja in 1980 and the couple bought their first vineyard property. The enterprise prospered. Soon Ceja was involved in all aspects of the business, writing a marketing plan, incorporating the vineyard, and overseeing the development of a website, along with a company logo and label. Their hard work saw the birth of Ceja Vineyards. As president of the company, Ceja became the first Mexican American woman to head a winery. Involved in civic, charitable and professional organizations, Ceja projects the image of a successful Latina entrepreneur.