

# CURRICULA VITAE

## PROFESSIONAL PROFILE:

**FOUNDER, WINECLOUD INC. - DBA LEARNABOUTWINE.COM - WINELA.COM**

**LOS ANGELES, CALIFORNIA | JAN.1995 - PRESENT**

What started as a hobby grew and in 2005 I took my love of wine and hospitality to the next level. For years, I hosted over 100 events/classes a year in Southern California developing a solid brand, trade reputation, and high consumer approval rating. I thrive on hard work, productivity, and collaborations. I unite people, efforts, and energies while continuing to innovate new programs, concepts, and a unique approach to market.

**KOBRAND CORPORATION, NEW YORK**

**STATE MANAGER, HAWAIIAN ISLANDS + SOUTHERN CALIFORNIA | OCT. 1999 - DEC. 2005**

**EDUCATIONAL CONTACT FOR WEST COAST MARKETS - JADOT & TAITTINGER REGIONAL AMBASSADOR**

Regional sales activities of multi-national Kobrand wine portfolio.

**REGIONAL SALES MANAGER, HECK ESTATES**

**SONOMA, CALIFORNIA | OCT.1997 - OCT.1999**

Regional Sales Manager, involved in approach to market, pricing, strategy and programming. Managed Youngs Market Activities relating to my areas of responsibility.

**WINE SPECIALIST/TERRITORY SALES, YOUNG'S MARKET**

**LOS ANGELES, CALIFORNIA | JAN.1995 - OCT. 1997**

Represented large, multi-national wine portfolio, working directly with both on and off premise accounts.

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## EDUCATION:

**INSTITUTE OF THE MASTERS OF WINE**

**LONDON ENGLAND | 2008 - CURRENT**

(Sat for Exam - June 2015)

**CSW: SOCIETY OF WINE EDUCATORS**

**CALIFORNIA POLYTECHNIC UNIVERSITY**

**POMONA, CALIFORNIA | JUNE 1991**

Bachelors of Science, Hotel & Restaurant Management

**JAMES COLLINS CENTER FOR HOSPITALITY MANAGEMENT**

**ALUMNUS OF THE YEAR | 2008**

## ACCOMPLISHMENTS:

**VINTNER**

Established Beekeeper Cellars in 2009 – A quality oriented Zinfandel brand (Family Owned)

**AUTHOR**

The Pleasure of Wine – Wiley Publications 2002

## INTERESTS:

**TRAVEL | CULTURE | HISTORY | SOCIAL MEDIA**

**FASHION | STOCK MARKET | SPORTS**