

## PROFESSIONAL PROFILE

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- ▶ Executive-level management experience in corporate beverage industry, higher education and marketing
- ▶ Experience across multiple industry channels: winery, import, distribution, retail and education
- ▶ Background in curriculum development, online course design and learning delivery via various LMS systems
- ▶ Seasoned faculty member, teaching both university and trade programs utilizing adult education principles
- ▶ International and multicultural career; broad knowledge of wines of the world; multiple certifications
- ▶ Published author with extensive public speaking experience to both consumer and trade audiences
- ▶ Multiple language proficiencies; dual citizenship—USA and Italy
- ▶ Research interests: wine business strategy, business models, innovation, tourism and entrepreneurship

## EDUCATION

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**DBA**, Bocconi University, Milan, Italy, January 2022 (AACSB, EQUIS, AMBA Accredited)

**MBA**, Marketing, Widener University, Chester, PA, 1986

**BS**, Management, Widener University, Chester, PA, 1983; recipient of the Sartomer-Atlantic Richfield Management Leadership Award

## TEACHING EXPERIENCE, CURRICULUM AND COURSE DEVELOPMENT, TRADE EDUCATION

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**Sonoma State University, Wine Business Institute, School of Business and Economics, Rohnert Park, CA.**

**2014–present. Wine Business Faculty.** Courses taught:

- **Global Business Environment/Global Wine Executive MBA Program.** Immersion course in the wine business focused on understanding key concepts for managing performance at the global, industry, and company levels. Learning objectives concentrate on major strategy theories used to address challenges in business situations, analyses of the firm’s internal and external environments, critical problem solving, and effective communication, as applied to the ever-changing global environment. Courses are deployed using hybrid modality: online learning classes held in Canvas LMS, with in-person residential sessions.
- **Introduction to the Wine Business.** Overview of the wine business—grape growing, production, marketing, distribution, and sales. Costs and quality decisions of the wine business as a multi-component business and the steps required for getting from the vineyard to the glass of the consumer. Courses are delivered online using Canvas LMS.
- **Executive MBA International Study Experience.** Organized curriculum content, winery and cultural visits where students met with senior management and industry specialists to discuss issues relevant to the global wine business. Hosted Executive MBA students; credit-based.
- **Navigating the Wine Value Chain.** Wine MBA course examining key elements of the wine industry value chain and how the interrelationships between different industry segments can be maximized to create competitive advantage.

**Vinexpo America | Drinks America Program in cooperation with Sonoma State University. 2018–present.**

**US Industry Education Program:** B2B series focused on growth strategies for wine and spirits brands looking to enter or expand in the US. Serve as series organizer, content developer and session moderator for joint educational programming between Sonoma State University and [Vinexpo America](#). Liaise extensively with colleagues in the wine and spirits industry to recruit speakers for sessions. Programming consists of webinar series with expert panelists across multiple industry channels, in-person sessions delivered on site at the annual conference/trade show, and the development and production of digital content. The program also includes video and an on-demand library of resources focused on the US wine and spirits market.

### **Culinary Institute of America at Greystone, St. Helena, CA. 2016–2018. Adjunct Professor.** Courses taught:

- **Global Wine Business Operations.** Developed and taught graduate-level course that examines the wine business and wine operations that are paramount in understanding wine in the international marketplace.
- **Wine Studies.** Wines of the World course for culinary and baking/pastry students. All major wine regions, wine & food pairing and systematic tasting and analysis covered.

### **Napa Valley Wine Academy, Napa, CA. 2014–2018. Instructor.** Wine certification courses taught:

- **Italian Wine Professional (IWP)**, Italian Wine Central
- **WSET Level I and Level II**, Wine & Spirit Education Trust
- **Certified Specialist of Wine (CSW)**, Society of Wine Educators

### **Viticulture, Enology, Science & Technology Alliance. 2013–2015. Instructor.** Course taught:

- **Wines of the World.** Online course for viticulture and enology students wishing to further their understanding of wine styles produced around the world. Syllabus covered Europe, the Americas, and Australasia, marketing, pricing & distribution, and sensory evaluation skills. Delivered online via Blackboard LMS.

### **Widener University, Chester, PA. 1989. Adjunct Professor.** Course taught:

- **Marketing Principles.** Core requirement, foundation course covering the marketing mix, target market selection, environmental assessment, and understanding consumer/buyer behavior. A dynamic computer simulation stressing teamwork and group decision-making was also an integral part of this course.

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## **WINE INDUSTRY EXPERIENCE**

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### **Italian Wine Central. 2013–present. Co-founder and Education Director.**

- ▶ Italian Wine Central develops and delivers customized online and in-person education programs for the wine trade. Select recent clients include Ste Michelle Wine Estates, Dalla Terra Winery Direct, the Consorzio di Tutela Conegliano Valdobbiadene Prosecco Superiore DOCG, and Southern Glazer's Wine & Spirits.
- ▶ The [Italian Wine Central](http://italianwinecentral.com) (IWC) website, italianwinecentral.com, is an independently run, comprehensive, and authoritative website that serves as the most accurate, up-to-date, and approachable English-language reference resource about Italian wine. Readership and users include wine educators, wine industry professionals from all trade channels, journalists, and avid connoisseurs in more than 100 countries. It is used by wine professionals to present wines to clients in retail and restaurant accounts and as a primary study resource to prepare for sommelier and wine teaching certifications. The IWC certifications are endorsed by the Italian Trade Commission and Slow Wine.
- ▶ The [Italian Wine Professional](#) certification program is a training and certification program designed to help students of wine become comfortable with the complex world of Italian wine. The program features interactive sessions organized by wine style and includes illustrative wine tastings. The syllabus covers geography, history, climate, major grape varieties and regions, labeling laws, wine & food pairing, strategies for presenting and selling Italian wine, wine list creation, and basic pronunciation.
- ▶ The [Discovering Italian Wine](#) course is designed to introduce Italian wine to those who are just getting started on their wine journey or who are expanding out of their comfort zone. Specifically designed for people in wine service or sales (on- or off-premise) to jump-start their careers, it's also used by consumers and aficionados who desire a quick initiation in Italian wine knowledge.

### **Winebow, Montvale, NJ. Vice President, Wine Education, 2006–2012. Director, Wine Education, 2004–2006.**

- ▶ Led company-wide wine education program and oversaw development of strategic policies and learning directives for wholesale and import sales divisions in 50 states, which included:
  - a continuing-education, for-credit program for sales teams that identified learning gaps linked to performance outcomes and business metrics
  - development of testing and evaluation programs for sales teams
  - sales team seminars for import and distributor groups nationwide
  - custom on-premise staff education workshops designed as value-add business programs
  - employment of Web delivery platforms and proprietary satellite conferencing systems to execute training
  - educational liaison to marketing, public relations, and website development teams
- ▶ Speaker in seminars at consumer and trade events and professional conferences, including Aspen Food & Wine, Celebrity Cruise Line, Society of Wine Educators and the Culinary Institute of America.
- ▶ Attended annual international trade shows such as Vinitaly and visited supplier properties in Italy, Spain, Portugal, Argentina, Chile, Greece, and California. Responsible for interviewing winemakers and communicating supplier portfolio philosophies and goals to sales teams.

### **Society of Wine Educators (SWE), Washington, DC. Executive Director, 1997–1999; Director, Wine Education and Certification, 2002–2004.**

- ▶ Responsible for strategic planning and financial management of nonprofit educational society whose members include all segments of the wine industry from producer to consumer, as well as trade media.
- ▶ Managed annual conference, including content development, hotel negotiations, on-site logistics, and attendee/speaker evaluation process and analysis.
- ▶ Supervised SWE credential programs; developed and delivered related wine training initiatives and testing.
- ▶ Planned and executed overseas study tours and developed strategic business alliances with regional wine promotional organizations.
- ▶ Served as liaison to the Board of Directors, membership, media, trade, and conference speakers.

### **Canoe Ridge Vineyard, Walla Walla, WA. Harvest season staff, 2001.**

Participated in all harvest-related and winery activities during August-October harvest period, including vineyard sampling for ripeness levels, sorting, crushing, and pressing. Other cellar activities included yeast inoculation, lees management, red wine extraction regimes, barrel topping, blending, and sanitization.

### **Corkscrew Wine Shop, Princeton, NJ. General Manager, 2000–2001.**

Overall management responsibility for fine wine shop, including consumer sales, inventory management, marketing, and special event planning. Italian section wine buyer. Organized customer preference database and managed staff of seven.

### **Chaddsford Winery, Chadds Ford, PA. Tasting Room and Retail Manager, 1988–1990.**

Directed and managed tour and tasting room staff. Responsible for developing and meeting annual budget projections and creation of innovative retail and direct mail sales programs. Hired and trained all staff, including the large seasonal team.

**Wine Countries/Regions Visited:** Italy (35+ visits), France (5 visits), Spain (3 visits), Portugal, Switzerland, Greece, Argentina, Chile, California (15+ visits and lived in Napa 8 years), Oregon, Washington, New York, Virginia, Pennsylvania, Maryland, and British Columbia.

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**PUBLICATIONS AND INVITED PRESENTATIONS**

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**BOOKS**

*Into Italian Wine*, co-author, in its 6<sup>th</sup> edition. Italian Wine Central Press, 2015–2021.

*Italian Wine Unplugged*, co-contributor. Positive Press, 2017.

*The Business of Wine: An Encyclopedia*, co-editor. Greenwood Press, 2008.

**INDUSTRY SEMINARS AND COMPETITIONS**

1. [Vinexpo America](#) | Drinks America Education Program, “Growing Brands in the US Wine & Spirits Market,” 2019–present. Series organizer and session moderator.
2. Wine Business Institute Research Summit, July 2021. Presented DBA dissertation research findings.
3. Conegliano Valdobbiadene Prosecco Superiore D.O.C.G. Masterclass series, online, 2020–2021.
4. “Etna & Beyond: A Master Class on Sicilian Wine,” SommCon, San Diego, CA, November 2018, and SommCon, Washington, DC, July 2018.
5. “The Secret to Italian Wine Lists That Sell,” SommCon, Washington, DC, July 2018.
6. Italian Wine Professional certification courses, multiple events (approximately 10), 2014–2018.
7. “The Versatility of Moscato d’Asti, Food & Wine Pairing,” SommCon, San Diego, CA, November 2017, and Napa Valley Wine Academy, December 2017.
8. “Discovering Italian Wine,” SommCon, San Diego, CA, November 2017.
9. “Unraveling the Mysteries of Indigenous Italian Grape Varieties,” SommCon, San Diego, CA, November 2016.
10. Moscato d’Asti Master Class, San Francisco, CA, September 2016.
11. “Taking the Fear Out of Italian Wines,” Society of Wine Educators Conference, August 2016.
12. “Many Shades of Italian Rosati” and “Rediscovering Native Campanian White Wines,” Made in Italy Seminars at FMI Connect, Chicago, June 2016.
13. 5 Star International Wine Awards, Vinality, Verona, Italy, March 2016. Competition judge.
14. FIVI: Italy’s Great Artisanal Wineries and Wines, Vinality, Verona, Italy, March 2016. Tasting & panel moderator.
15. “Focus on Frascati,” Simply Italian US Tour, Miami, FL, 2016.
16. “Icons of Italy: Veneto, Piedmont & Tuscany,” Simply Italian US Tour, San Francisco, CA, 2015.
17. Amarone Families seminars, Embassy of Italy, Washington, DC. 2013 and 2015 (2 events). Panel moderator.
18. Amarone Report #41, *International Wine Review*, contributing editor, March 2014.
19. “Focus on the US Market,” presentation for current and potential Italian wine exporters in Asti, Verona, Rome, and Florence, Italy, 2013.
20. Piemonte Land of Perfection—USA Educational Immersion Seminars, San Francisco, Napa, Chicago, and Las Vegas, 2012.
21. “Island Wines—Off the Beaten Path,” Society of Wine Educators Conference, 2012.
22. “Amarone: At Long Last D.O.C.G.,” Society of Wine Educators Conference, 2010.
23. “Best Practices in Professional Wine Education,” Society of Wine Educators Conference, 2009.
24. “A Modern Take on Ancient Traditions: Dried Grape Wines from Argentina, Greece, Italy and Spain,” Society of Wine Educators Conference, 2009.
25. “Do Grand Cru Wines Only Come from France?” blind-tasting seminar, Society of Wine Educators Conference, 2008.
26. “High Altitude Wines: Better or Just Different?” Society of Wine Educators Conference, 2008.
27. “Southern Italy Survey,” panel moderator, Society of Wine Educators Conference, 2007.
28. Created and delivered approximately 125 seminars on Italian wine and multiple seminars on additional portfolio countries, for US distributors between 2004 and 2012.
29. Italian Wine education series, principal instructor, Italian Trade Commission series, 2002-2004.
30. Invited guest speaker on Disney, Crystal and Celebrity Cruise Lines, 1998-2006.

### PROFESSIONAL CERTIFICATIONS AND CONTINUING EDUCATION

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- ▶ Vinality International Academy (VIA) Italian Wine Expert, Verona, Italy, 2016
- ▶ The Symposium for Professional Wine Writers at Meadowood, Napa, CA, 2013
- ▶ Certificate, Court of Master Sommeliers, London, 2013
- ▶ Napa Valley Vintners Wine Educator's Academy, Napa, CA, 2004
- ▶ Certified Wine Educator (CWE), Society of Wine Educators, Washington, DC, 2002
- ▶ Pinot Camp, Willamette Valley, OR, 2000
- ▶ WSET Level III Award in Wines & Spirits, with distinction, Wine and Spirit Education Trust, London, 1998
- ▶ Training Specialist Certificate, Georgetown University, Washington, DC, 1995

### NOT-FOR-PROFIT EDUCATION, MARKETING, AND SALES EXPERIENCE

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**International University Consortium**, Marketing Manager, University of Maryland University College (UMUC), College Park, MD, 1994–1996

**Society for Intercultural Education Training and Research (SIETAR)**, Manager of Information and Resources, Washington, DC, 1993–1994

**Archmere Academy**, Assistant Director of Development and Public Relations, Claymont, DE, 1990–1993

**Perpetual Savings Bank**, Marketing Manager, Alexandria, VA, 1987–1988

**First Keystone Federal Savings Bank**, Marketing Manager, Media, PA, 1985–1986

**Macy's**, Retail Sales Manager, New York, NY, 1983–1984

### LANGUAGE PROFICIENCIES

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Working proficiency in Italian and French; elementary proficiency in Spanish.

### COMPUTER SOFTWARE PROFICIENCIES

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Microsoft Office Suite: PowerPoint, Word, Excel.

Web conferencing and online delivery platforms: Zoom, Blackboard Collaborate, WebEx, Adobe Connect.

Learning management systems (LMS) used in various courses: Canvas, Blackboard, Moodle, Microsoft SharePoint, and LearnDash.