

CURRICULUM VITAE

Stuart George BA (Hons), DipWSET

KEY SKILLS

Sales

- Over 20 years' experience of B2C and B2B sales
- Up to date knowledge and expertise of the wine industry
- Work in client-facing roles and worked directly with stakeholders and B2B clients

Purchasing/procurement

- Extensive experience of purchasing for off-trade and on-trade
- Work to targeted budgets and deadlines
- Drive profit performance by negotiating sustainable commercial terms with suppliers
- Understanding of key financial metrics; good analytical skills including cost/benefit analysis
- Understanding of customer behaviour and purchasing patterns; identifying sales trends

Management

- Management positions in retail and publishing
- Builds strong, honest relationships with colleagues, internal stakeholders, and suppliers
- Provide clear and timely information to internal and external contacts
- Self-motivated with an ability to work under pressure
- Attention to detail and ability to focus priorities with a high workload
- Actively listens to and accommodates differing views
- The ability to work effectively in a team
- Shows persistence when problems occur

Marketing

- B2C and B2B marketing experience
- Social media and "traditional" marketing experience

PR

- B2B PR on behalf of wine producers and wine merchants

SOFT SKILLS

Negotiation

- Negotiation to ensure profitability and win-win outcomes
- Validates information before taking action

Communications

- A highly effective communicator at all levels and across functions, ensuring a constant flow of information
- Conversational Italian, reasonable French, very basic Portuguese and Spanish; thorough grasp of using spoken and written English to communicate effectively
- Manages time effectively and prioritises tasks to be completed

Computing / IT

- Experience of social media marketing and website content; highly experienced with Microsoft Office

CAREER HISTORY

June 2009–Present

Sales and Marketing Consultant

Duties

- Consultancy for various clients, including Nickolls & Perks, The Perfect Wine List, Hammond's Delicatessen, Forum Auctions, Domaine Vintur, 4G Wines, Zalto Glassware

Responsibilities

- Business development, procurement and purchasing of wines, diligence for older fine wines, marketing, PR

Achievements

- Negotiated and opened prestige supplier accounts for Zalto with Harrods and Hedonism Wines – sold over 3,000 pieces of glassware for Zalto with total sales sale over £50,000
- Advised on selection and purchases of wines for online start-up The Perfect Wine List – achieved sales of over £9,000 in Q4 2016
- Advised on selection and purchases of wines for Hammond's Deli – achieved 2016 sales of over £22,000
- Worked with the artist David Eley and oversaw the sale of his "New Illustrated Map of The Douro" – sold to a private Chinese client at Christie's for £7,000, 13% above the high estimate
- Oversaw the sale in Hong Kong of the oldest and most expensive bottle of Barolo ever auctioned (and at that time the oldest and most expensive bottle of Italian wine ever sold) – 1894 Fontanafredda for HK\$30,440 / £3,135
- Sought-after show judge – jury member at wine competitions in Austria, Brazil, Chile, China, France, Georgia, Italy, Luxembourg, Portugal, and Spain

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September 2004–June 2009

Tastings Editor & Staff Writer at *The World of Fine Wine* & Editor of “Fine Wine Editions”

Duties

- Coordinated extensive and logistically complex fine wine tastings, sourcing wines direct from producers
- Contributed copy to the magazine, including extensive reporting and analysis of the fine wine secondary market
- Wrote, commissioned, sub-edited, and proofed articles and award-winning “Fine Wine Editions” books
- Managed and maintained website www.worldoffinewine.com

Responsibilities

- Managed costing requests to achieve profitability targets
- Oversaw the entire editorial process, managing a team of contributors, designers, and sub-editors to publish the magazine on time and to the highest standards
- Supported the Publisher in promoting the magazine to potential advertisers, subscribers, and bulk-purchasers to generate revenue; sold £10,000+ of advertising space per annum to auction houses

Achievements

- Assisted in growing the subscriber base by 50%
- Contributed extensively to the magazine winning the 2007 ArtVinum Media Award; the 2009 Gourmand World Cookbook Award for Best Wine Magazine in the World; the 2010 Louis Roederer Award for International Wine Book for *The Finest Wines of Champagne*; and the 2010 Louis Roederer Award for The Artistry of Wine for *The Finest Wines of Tuscany and Central Italy* (“the industrious Stuart George” noted in the “Acknowledgments”)

September 2001–August 2004

“Flying Winemaker”

Duties

- Cellar hand and vineyard worker at Azienda Agricola Lorenzon and Domaine Les Bastides
- Extensive worldwide travel 2001–2004; to date I have travelled in 40 countries across six continents

Responsibilities

- Winemaking – working the stalk remover and the press, pumping over, maintaining winery cleanliness and hygiene; hand-harvesting grapes

Achievements

- A through grounding in winemaking
- Travel in the major wine regions of Europe, South Africa, Australia, and New Zealand
- Winner of the 2003 Circle of Wine Writers and Websters International Publishers Young Wine Writer of the Year

October 1996–September 2001

Haynes Hanson and Clark Wine Merchants

Duties

- Began as delivery driver, then warehouse manager, and then managed the shop for three years

Responsibilities

- Merchandising, putting wines into strategic positions, and sustaining a high level of customer service
- Assisted with buying – visited and negotiated with suppliers to ensure best terms
- Monthly stock reports – stock taking, demand planning, bin end lists
- Updated lists and other marketing materials with new information
- Managed and trained a team of retail and delivery staff

Achievements

- Increased shop revenue 7–8% per annum 1998–2001
- Completed the Wine and Spirit Education Trust Diploma in Wine and Spirits 1999–2000
- Worked with the distinguished wine scholar Anthony Hanson MW

EDUCATION

Oct 1993–June 1996

University of Warwick

- **Achievements** 2:1 BA Hons degree in English and European Literature