|  |  |
| --- | --- |
| **Katherine Marterella** | **Maryland 21108 •LinkedIn.com/in/lkm1962**  **katherinemarterella@gmail.com• 704-604-5559** |

Sales \* Marketing \* Management \* Business Development

*Business Development/ Territory Development/Strategic Market Planning/ Relationship Management /Portfolio*

*Brand Management / Channel Development and Partnership Programs / Product Management*

Focused go getter with a 20-year record of achievement in the wine industry

|  |  |
| --- | --- |
| * Business Development * Strategic Business Planning * Sales and Marketing Management * Territory Development * Financial Management * Budgets and Cost Controls * P & L Accountability * Portfolio & Sales Presentations * Brand Development & Promotion * Sales Team Training and Management | * Recruiting and Staffing * Staff Development Programs * Team Building and Leadership * Industry Software Expertise: Scribebase, Sevenfifty, WineDirect * Wine Club Expertise * Tasting Room Expertise * Customer Service * On Premise & Off Premise Operations * In depth knowledge of wine and spirits |

Key Professional Experience

**Katherine Marterella Wines**

*CEO and Founder (2016 – present)*

I developed a direct to consumer on-line Virginia wine brand. I worked in conjunction with designers and website developers to create the new brand, a new label concept, a new website with e-commerce and on-line shopping.

**Falcon Glen Vineyard LLC (Marterella Winery),** Warrenton, VA

*CEO and Founder (2000 to 2016)*

*Oversaw $1**million boutique producer of high quality, award-winning premium Virginia wines.*

Led all bottom-line factors, including company vision, long-range strategic planning, product management, sales, marketing and financial processes. Directed all operations for a 4-acre, 3200-vine farm vineyard, winery building, tasting room, and retail store. Designed and developed a high quality wine product portfolio. Managed organizational structure, all major pricing decisions, and performed monthly financial evaluation of company results. Conducted and attended wine tastings, trade shows and other wine events. Mentored and coached 8 direct reports.

***Selected Contributions:***

* Designed and developed all aspects of the marketing, branding, and promotional activities of wine portfolio.
* Spearheaded the creation of a company website, social media strategy, and email campaigns generating an account base of more than 20,000+ customers.
* Established and maintained partnerships and distribution channels generating more than $300,000 in annual revenue.
* Implemented customer incentive and loyalty programs increasing sales by 25%.
* Recognized for numerous awards and honors including but not limited to the 2014 Virginia Governor’s Cup Award, named the 2014 Third Best Winery in Northern Virginia by Virginia Living Magazine, and one of the Best Tasting Room Winners for the Virginia Wine Lover’s Magazine in February 2014.
* Fostered and maintained strong business relationships with wine suppliers, and distributors.
* Sales Revenues increased exponentially each year the tasting room was opened full-time starting in 2007. The first full year of business revenues were $175,000, In 2008 revenues increased 45%. In the years from 2009 through the year 2015 sales averaged an increase of 21% annually.

Additional Experience

* *On Premise/Off Premise Wine & Spirits Sales Representative in Greater Annapolis, Maryland Area*
* *Sales Professional (1985-1988) for Digital Equipment Corporation (HP Enterprises);Graduate of in depth 6 month DEC Professional Sales Training Program*
* *Telecommunications Department Manager (1989-1990) Crestar Bank (SunTrust Bank); AT&T Training; Managed Staff of 10 employees. Responsible for telecommunications of Bank Headquarters & 35 bank branches*
* *National Program Manager (1990 to 1993) for Xerox. Responsible for implementation of Project Management protocol across US offices for all internal telecommunication projects.*
* *5 Gap Years of 1994 to 1999–Stay home ACTIVE mom to then 3 year old daughter, 15 year old stepson and 21 year old stepdaughter. All 3 now successful, productive and independent citizens. Entertained myself with various side jobs to network and make fun money including being a Discovery Toys Representative & Pampered Chef Representative; Participated in daughters activities including being a Daisy Scout Leader; Travel Soccer mom, Dance Team, Volleyball team etc.*
* *V.P. Business Development Lincoln Consulting (2000 to 2004); Setup Call center for B2B in Virginia Enterprise Zone, Rocky Mount Virginia. Established office location, conducted personnel recruitment and training. Developed call scripts and assisted with contract fulfillment; accounting responsibilities of payroll and bill payment utilizing QuickBooks*
* *V.P. Business Development Marketaccel LLC (2005 to 2008); Set up NOVA call center in The Plains, VA; Planned and Executed Sales Seminars on B2B Marketing; Financial management including books, payroll and compliance utilizing QuickBooks.*
* *Retail & Consulting Experiences: Fall 2016 through 2017: Retail: Chico’s -Sales Lead; Petit Philippe Wine Shop-Sommelier Assistant; String bean Southern Bistro & 10 Catawba Bar – Wine Consultant.*

Education and Credentials

**Bachelor of Science in Business Administration/Computer Science** • Queens University– Charlotte, North Carolina

**Certified Level I Sommelier,** The Court of Master Sommeliers

**Digital Proficiencies:** Microsoft Office Suite, QuickBooks Social Media- Facebook, Twitter, Instagram, Pinterest, Constant Contact, POS Software; Scribebase, Sevenfifty,

**Professional Development Courses:**

Studied Wine & Vineyards of France with University of Burgundy and Virginia Tech, Two programs in France 2002 & 2007

Sales Development and Training Program Effective Speaking and Human Relations Course

Leadership through Quality Program Project Management: Effective Planning and Control Course

The Seven Habits of Highly Effective People Seminar