

# STEVEN MECKIFF

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## Wine Industry Professional | General Manager | Sales Market Leader

An established and versatile senior executive manager with extensive experience from vine to wine to glass. Cross functional expertise working with leading global companies and private equity businesses within the international wine and spirits industry. A strategic problem solver with demonstrated ability in team building, specialist education, commercial and financial acumen with P&L responsibility, analytical skills, conceptual thinking and planning that drives brand development and profitable growth with a customer centric, results driven focus.

### Core Competencies

**Sales | WSET Education | Distributor Management | Viticulture | Winemaking | Team Leadership | Business Development | Operations Management | Consulting**

### Professional Experience

#### **Pernod Ricard Winemakers, New York**

**February 2016 – June 2020**

#### **Senior Manager Education (Wine Champagne Prestige)**

Sales and marketing leadership across Division of 20 states with a net sales value of \$54M. Leader of supplier and distributor relationship, key influencer to sales teams supplying formal educational training (WSET Level 3) technical excellence and weekly sales support. FY19/20 CAGR +2% Total US NNS \$165M, Volume 2.3M 9LE

- Reported to Vice President Prestige Sales.
- Identified additional revenue opportunity \$150K incremental net sales with the development and execution of fine wine program across New York, Las Vegas, Miami on premise accounts. Curated a full suite of luxury trade marketing tools. Developed an invitational Sommelier Immersion Program (SIP), bringing influential trade and brands communications together. Coordinated global teams, winemaker engagement and local market activation.
- Strategic project partner (Lincoln). Analyzed internal and trade data to impact target list accounts thereby curating solutions for on and off premise, national chain retail, e-commerce and luxury fine dining, resulting in accelerated depletions, portfolio mix, channel focus, improved forecasting and achieving sales goals across geographical assignment.
- Lead the National sales training to all distributor partners introducing new California acquisition to existing global portfolio comprising six Countries of Origin.
- Combined national market and global industry insights and trends presenting large scale portfolio tastings, wine and spirits education to distributor partners. Reliably supported state by state requests, local and global brand homes with accountability. Strategic partner engagement to and from trade, media and industry events. (US Open, America's Cup). Maintained global brand leadership and relevance as the brand representative.
- Managed RFP 'share of mind' process. Key contributor to AOP, QBR and executive leadership engagement.
- Key contact for Country of Origin agencies within USA and global brand owners (Wines of Spain, Rioja USA, Wine Australia, New Zealand Wine Growers).

#### **Pernod Ricard USA, New York**

**January 2015 – January 2016**

#### **Senior Trade Marketing Manager, Brand Education and Trade Relations**

Developed and managed the National Brand Ambassador program with 7 direct reports. Managed all marketing and brand activations, budgets, travel and trade engagements.

- Designed and developed the digital platform (PR Connect) to provide a central repository of brand and market relevant information to both internal and external stakeholders, distributor and key trade partners.

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- Performed as the conduit between global brand owner and US sales to ensure KPI and reporting compliance, delivery of educational excellence encompassing full portfolio.
- Planned and executed trade and distributor incentive trips (Sonoma 130, Rioja 60) as recognition for sales performance which resulted in building relationships and furthering brand momentum. Saying thank you in person.

### **Pernod Ricard Winemakers, Sydney Australia**

**April 2013 – January 2015**

#### **Global Wine Ambassador, Jacob's Creek**

Successfully activated campaigns and performed as lead representative across US, EMEA and Asia Pacific region (18 Countries) VIP hosting, media engagement, sales and distributor support

- Wine and Spirits Education Trust level 3 certified. Accredited training provider delivering levels 1 and 2 (300+ trained successfully). Trained and developed international and domestic business partners across the wine and spirits portfolio leading to a best in class platform supporting sales and marketing efforts, calibration of palate, team confidence and succinct delivery of key messaging. Mentor 6 graduates globally.
- Active winemaking involvement with style assessment and classification tastings post vintage. Competent and licensed operator of winemaking and viticulture equipment.
- Media trained to support winemakers market commitments with extensive international travel 250+ days annually. Established and developed key trade and media contacts.

### **Treasury Wine Estates, Melbourne Australia**

**October 2010 – October 2012**

#### **Business Development Executive**

Serviced on and off premise channels, national, independent and major banner groups.

- Grew portfolio revenue from \$4.2M to \$6.5M gross sales revenue (YOY).
- Member of ANZ sales team of the year 2011/2012 (6 people).

### **McKean Estates, Marlborough New Zealand**

**August 2007 – August 2010**

#### **Chief Viticulturist and General Manager**

Accountable for \$70M in capital investment and development of one of New Zealand's largest private vineyard operations. Planned and managed sustainable vineyard expansion to 650 Ha.

- Sustainably remodeled grape and wine business for optimal operational performance.
- Negotiated commercial supply agreements and pricing contracts for the supply of 7500T
- Served as a regional wine judge and committee member with Waipara Valley Winegrowers.

### **Cape Mentelle Vineyards (Moet Hennessy) Margaret River**

**August 2003 – June 2007**

#### **Viticulturist, Senior Executive.** Reporting to CEO

P&L responsibility for operational and capital expenditure of \$4.5M. 4 site managers, 2 mechanics, 1 technical assistant, and 26 grower sites under management.

- Developed 70 Ha new plantings with full project planning, P&L accountability. Provided executive communication to the board members encompassing the viticultural estates of Cloudy Bay, Cape Mentelle, Terrazas Chandon Argentina and Chandon Australia.
- Successfully introduced the first Pinot Gris cuttings to Western Australia and lobbied the state government to support the development of a rapid propagation unit in cooperation with the Western Australian Vine Improvement Association. Various wine awards.

## **Education and Training**

WSET Level 3, Advanced (2013), Approved Training Provider. Level 2 and 1  
Charles Sturt University, Bachelor of Applied Science (B. App Sci, B.S.) Viticulture / Oenology

## **Technical Skills**

Microsoft Office (Word, Excel, PowerPoint, Outlook) | Salesforce | Nielsen | IRI