**Daniel Struckman**

11 Musson Drive, Waiheke Island, New Zealand

danielstruckman@gmail.com

+64212900085

[www.linkedin.com/in/daniel-struckman-93ab4197](http://www.linkedin.com/in/daniel-struckman-93ab4197)

**Professional Summary**

Innovative and results-driven winemaker and business leader with 15 years of experience in the premium winery industry. Proven experience in business operations, innovation, strategic growth, brand building, leadership and relationship building. Extensive experience crafting multiple award-winning wines across premium and ultra-premium tiers. Proven expertise in design and execution of winery and vineyard operations—from vineyard design to gravity-fed systems to wine creation—coupled with robust experience in quality control, team management, HR, health and safety, compliance, and certification processes. Well-versed in managing contract winemaking and bottling operations for a range of clients and wine styles.

**Professional Experience**

**Director & Business Leader**  
*Batch Winery, Waiheke Island, New Zealand*  
*2021 – 2025 (4 Years)*

* **Strategic Leadership:** Provide oversight and strategic direction, contributing to business growth.
* **Operational Management:** Oversee operations including financial planning, marketing, and stakeholder engagement.
* **Collaborative Partnerships:** Forge partnerships with hospitality, tourism, and local businesses to enhance the winery’s destination appeal.
* **Innovation & Expansion:** Led business expansion initiatives, integrating creative design with operational excellence.

**Winemaker and Vineyard Oversight**  
*Batch Winery, Waiheke Island, New Zealand*  
*2010 – 2025 (15 Years)*

* **Operational Leadership:** Led overall winemaking and vineyard oversight, ensuring production processes adhere to high-quality standards.
* **Vineyard Design & Farming:** Develop and led a climate adaptive vineyard design with an emphasis on sustainable and regenerative farming practices.
* **Innovative Winery Design:** Developed and executed a gravity-fed winery system, winery fitout, custom equipment solutions for efficiency and still and sparkling bottling systems.
* **Quality & Compliance Oversight:** Implement and maintain quality control systems along with HR, health and safety, compliance, and certification.
* **Innovation & Product Development:** Led the development of premium wines, creating a tiered brand portfolio, fostering innovation and maintaining a competitive edge.
* **Team & Stakeholder Collaboration:** Manage a team and build strong relationships with suppliers, distributors, and local businesses.

**Founder**  
*Struckman Fine Wine, New Zealand*  
*2019 – Present*

* **Brand Creation & Development:** Founded Struckman Fine Wine, crafting premium wines and strategically developing innovative brand narratives.
* **Winemaking & Collaborative Partnerships:** Oversee all aspects of winemaking, including sourcing grapes from carefully selected vineyard partners recognised for their sustainable practices and premium fruit.
* **Wine Growth & Reach:** In its infancy, currently growing the brand’s reach, focusing on building its presence in the premium wine market, both domestically and internationally.

**Creative Advisor (alongside winemaking role)**  
*New Zealand*  
*2010 – Present*

* **Product Development**: Helped small New Zealand businesses develop beers, ciders, spirits, fruit wine, and meads. Advised on flavour, style, and creative direction to bring unique products to market.

**Education & Professional Development**

* **Bachelor of Viticulture and Oenology**  
  Lincoln University, New Zealand, 2007
* **New Zealand Diploma in Architectural Technology (in progress)**  
  Open Polytechnic, New Zealand

**Key Skills**

* Strategic Business Planning, Execution & Leadership
* Winery & Vineyard Design
* Winery Operations & Project Management
* Quality Control, Compliance, & Certification
* Team Management, HR, and Health & Safety
* Sustainable & Regenerative Farming
* Contract Winemaking & Bottling Services
* Product Design & Innovation
* Branding & Marketing
* Financial Planning & Operational Efficiency
* Collaborative Partnerships

**Achievements**

* **Business Transformation:** Transformed Batch Winery from a loss-making operation ($500K–$1M annual loss) into a profitable enterprise, delivering a $500K profit within the first year as Co-Director.
* **Cellar Door Revenue Growth**  
  Increased annual cellar door sales from $250K to $1M over two years.
* **Wine Club Development**  
  Launched a successful premium wine club and grew membership to 250 engaged members within 18 months.
* **Innovative Winery and Vineyard Design:** Developed and executed a vineyard and gravity-fed winery system.
* **Award-Winning Wines and Innovation:** Led winemaking initiatives resulting in multiple award-winning wines and creation of innovative sparkling and still wines.
* **Quality & Compliance Excellence:** Successfully implemented quality control systems and regulatory compliance measures, including HR and health and safety protocols.
* **Sustainable & Regenerative Vineyard Practices:** Integrated sustainable and regenerative farming methods into vineyard management to enhance grape quality and environmental impact.
* **Contract Service Excellence:** Provided tailored contract winemaking and bottling services to several businesses.
* **Strategic Brand Positioning:** Launched successful branding and marketing strategies.
* **Creative Advisor:** Advised small New Zealand businesses on developing innovative beers, ciders, spirits, fruit wines, and meads, shaping product flavours and creative brand stories.
* **Struckman Fine Wine:** Established Struckman Fine Wine, now in its early stages, successfully producing premium wines and developing innovative brand narratives.

**Professional Interests**

* **Sustainable Practices & Innovation:** Integrating sustainability and creativity in all aspects of business and development.
* **Property Development & Design:** Creating innovative, sustainable, and destination properties – currently developing a 4-apartment build in Sandy Bay, Waiheke Island.

**Reference**

* **Sam Harrop MW** | [sam@samharropwine.com](mailto:sam@samharropwine.com) | +64 27 287 8213