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PROFESSIONAL EXPERIENCE:

THE SPIRIT OF HARTFORD, LLC, Hartford, CT (1999-present)

Owner / Head of Marketing

- Opened own spirits company (THE SPIRIT OF HARTFORD, LLC) in 1999 and is currently still in operation. Have a team of 12 people across the country. Work with retailers, distributors and brokers throughout country.
- Worked on and/or introduced six brands – all award winning brands with ratings in excess of 90 points out of 100 point rating – **FOURSQUARE SPICED RUM, DAMRAK AMSTERDAM GIN, INNER CIRCLE RUM, DOORLYS XO RUM, XELLENT SWISS VODKA, VELVET FALERNUM LIQUEUR**
- Worked with several major and small companies since opening including Diageo, Seagram, Remy Cointreau, RL Seale (Barbados), DIWISA (Switzerland), Inner Circle Rum (Australia).
- Conduct large industry strategic analysis yearly to determine categories to work within and which areas within the categories to target brands.
- TEQUILA EXPERT for Seagram on a lawsuit, which won them a multi – million dollar settlement.
- Considered by industry to be a Rum and Vodka expert. Conducted seminars and talks across the United States.
- Successfully introduced the From Heaven with Love - Angels Promotion for **XELLENT SWISS VODKA**. Disney World used the concept at Pleasure Island. Disney management claims it was the best promotion ever.
- Generated over \$4 million worth of free publicity for the brands within THE SPIRIT OF HARTFORD including, Playboy, Penthouse, Wall Street Journal, Wine Enthusiast, Bon Appetit, New York Times, San Francisco Chronicle and many more.
- Successfully worked with multiple distilleries from around the world including Barbados, Australia, Switzerland, Canada and Mexico and garnered respect and partnerships

HEUBLEIN / IDV NORTH AMERICA / DIAGEO, Hartford, CT (1982 – 1998)

Strategic Marketing Manager, CUERVO SUPER PREMIUM TEQUILAS (Oct 1992 to Aug 1998)

Sr. Marketing Manager, ALMADEN VINEYARDS (Sep 1990 to Oct 1992)

Sr. Marketing Manager, CANADIANS (Sep 1989 to Aug 1990)

Marketing Manager, BLACK VELVET (Aug 1988 to Aug 1989)

Marketing Manager, NEW PRODUCTS (Aug 1987 to Jul 1988)

Associate Marketing Manager, JOSE CUERVO (Oct 1986 to July 1987)

Assistant Marketing Manager, OTHER VODKAS (Oct 1985 to Sep 1986)

Analyst, Pricing (Nov 84 to Sep 85)

Analyst, Strategic Planning (Jul 83 to Oct 84)

Analyst, Planning and Development (Jun 82 to Jun 83)

- Generated double-digit growth yearly for **1800 REPOSADO** and **CUERVO TRADIONAL** from 1993 –1998.
- Increased depletions +2.3% to 6.1 million cases on **ALMADEN VINEYARDS** in 1992.
- Grew **BLACK VELVET CANADIAN WHISKEY** +3% to 1.8 million cases (making it the 3rd largest Canadian) in a –5% category growth in 1990.
- Developed the **BV** Cocktail Party Pack (1.75l BV, 2 liter cola.) Sold 40k case in the first year in 1989.
- Introduced the 375ml for **CUERVO 1800**. This new size sold 30k cases in the first four months in 1986.
- Introduced **JC MARGARITA MIX** in 1985. Sold 70k cases in the first year and 1 million cases in 1994.
- Developed portfolio strategy for the **CUERVO** and **1800** tequilas separating the two to further enhance brands.
- Created the overall ‘jug’ wine strategy between **ALMADEN** and **INGLENOOK** wines.
- Repositioned **BLACK VELVET** to maintain current consumers and gain younger (LDA) audience.

- Introduced five new tequilas in three years: **1800 COLLECTION, 1800 SINGLE BARREL, THE MILLENIUM TEQUILA, 1800 ANEJO, JOSE CUERVO ANEJO, JOSE CUERVO RESERVA DE LA FAMILIA,**
- Created **ALMADEN VINEYARDS LIGHT WINES** (Named top brand to watch for in 1992),
- Expanded **JOSE CUERVO MARGARITA MIX** in regular, blue, strawberry and in various sizes
- Generated over 70 million media impressions for **1800 COLLECTION** – the \$1,000 tequila in less than six months.
- Developed the hot air balloon in the shape of the **1800** bottle, 35 million media impressions in two years.
- Introduced **JC RESERVA DE LA FAMILIA** – Over 100 million media impressions in first year.
- Developed the National **BLACK VELVET** Model Search. Awareness amongst women grew from 40% to 88% in first year. Judges included Kim Alexis, Nolan Miller, Francesco Scavullo.
- Successfully worked with multiple distilleries from around the world including Canada and Mexico and garnered respect and partnerships
- Directed and coordinated several advertising agencies, promotional agencies and publicity agencies.
- Managed and trained Marketing Associates, three AMDP candidates (accelerated management program for Heublein) and trained summer interns from 1989-1997.

UNIVERSITY OF HARTFORD – GRADUATE PROGRAM – West Hartford, CT (Fall 96 to Spring 99):

- Adjunct Professor, Marketing Management – Students managed their own brands.

EDUCATION:

- University of Connecticut, MBA (Marketing) 1987
- Skidmore College, BS (Marketing / Management) 1982
- Hartford College for Women, AA (Liberal Arts) 1980

KEY AWARDS:

- Won numerous awards for the brands at THE SPIRIT OF HARTFORD.
- Finalist Grand Metropolitan Marketing Excellence Award, 1996
- Brandweek Award for CUERVO-tivity (publicity program) 1996
- Received Grand Metropolitan Marketing Excellence Award, 1994
- Heublein Presidents Award, 1992
- Heublein Wines Division, - Reaching for New Heights Award, 1991
- Beverage Dynamics Award, Other Collateral, 91, Beverage Dynamics Award, Packaging 90, 87
- (PRSM) Award, Best PR Program, 90
- HEUBIE Award for Division 90
- Liquor Store Magazine Award for the Best PR Program in 88
- Customer First Champion, Heublein Wines/ Hart Division (1991 – 1994)

OTHER ACTIVITIES:

- FWMA (Farmington Woods Condominiums) 1992 – 2004 (Board Member – longest term) - \$5million annual budget. Held numerous positions include VP, Treasurer, Secretary
- Lectured on Marketing at various colleges (Ithaca, Elms, Tunxis Community College)
- FWMA Committees – Design Review, Golf, Finance, Public Works, Restaurant, wrote 10 year plan
- Member, Friends of Hill-Stead Museum
- Farmington Coordinator, US Congresswoman, Nancy Johnson, 1988-1996
- Republican, Town Committee, Held various positions including VP (1992-1994, 1996-1997)
- Who's Who of American Women, 1993
- Marketing Coordinator, Boisture for State Senate Campaign, 1992