

Curriculum Vitae

Emilio F. Guerra

Lexington, SC 29072

Relevant Employment History

Aug 2024 – Present: Beverage Lab Director, Univ of South Carolina, Columbia, SC

Jan 2020 – May 2024: Adjunct Instructor (HTMT 475) Wine & Spirits in Food Service

2017 – 2018: Director Sales & Marketing, BIKE DRINKS, LLC, Doral, FL

- Conduct market research for an import and distribution company specializing in Italian alcoholic beverages.
- Determine and implement pricing and selling methodology.
- Create a Business Plan and establish best practices for launching products.
- Set up sales and marketing procedures, including creating website and related materials.
- Attend trade fairs and events to promote products, including the 2018 Miami Boat Show.

2016 – 2017: Luxury Specialist-South FL, REPUBLIC NATIONAL DISTRIBUTING CO., Deerfield Beach, FL

- Responsible for sale/promotion of high-end wine & spirits portfolio in South Florida.
- Plan and host consumer wine tastings, dinners, seminars and staff trainings.
- Create new wine lists and assist in upgrading programs for accounts.
- Train new employees on product portfolio and sales techniques.
- Increased revenue by 10.3% within assigned territory.

2004 – 2016: Regional Manager-FL, DREYFUS, ASHBY & CO., New York, NY

- Responsible for sales and promotion of Dreyfus' portfolio of French, Spanish & Italian wines in Florida.
- Meet with distributor management on a regular basis to measure brand distribution, adjust incentive programs, and establish case goals.
- Conduct wine tastings, dinners & seminars for high-end and distributor accounts.
- Attend local, state and national trade shows and travel in Florida to service accounts.
- Communicate with winery owners to establish and review annual sales goals.
- Promotion to Regional Manager after 1 year as District Manager.

2002 – 2004: Salesman/Wine Consultant – Fine Wine Division, SOUTHERN WINE & SPIRITS / TRANSATLANTIC, Miami, FL

- Responsible for sale/promotion of high-end wine & spirits portfolio in Miami, with customer base of eighty accounts, generating over \$1.6 million in annual wine sales, and yield of 7% increase in revenue.
- Promotion to Spanish/Italian division, consisting of high-end restaurants, after six-months with company.
- Conducted over sixty wine tastings, taught numerous wine classes and held wait staff training seminars for key accounts.

Other Related Employment

1990 – 2002: Director of Financial Planning, - of Marketing & - of Sales, TURBANA CORPORATION, Coral Gables, FL

- Responsible for developing new sales and identifying potential customers in the Sunbelt
- Duties include: in-depth analyses of competition, direct participation in contract negotiations, pricing and presentations, development of strategic sales plan and five-year marketing plan, including telemarketing system.
- Responsible for development of a restructuring plan that saved the company \$1 million in operational and overhead costs.

Education

1985: Master of Business Administration – Florida International University, Miami

1975: Bachelor’s in Business Administration – University of Louisiana at Lafayette, LA

Professional Awards & Certificates

- **WSET Certified Educator Certificate - 2023**
- **WSET L3 Award in Wines – Wine & Spirits Education Trust - 2017**
- **FINE VINTAGE LTD – Sensory Master Class – 2017**
- **WSET L1 Award in Sake – Wine & Spirits Education Trust - 2017**
- **WSET L2 Award in Wine & Spirits – Wine & Spirits Education Trust – 2016**
- **Advanced Sommelier Certificate – United States Sommelier Assoc. – 2005**
- **Mastery of Wines Certificate – FIU’s Chaplin School of Hospitality & Tourism Management – 2002**
- **Foundation Level Sommelier Certificate – Johnson & Wales University – 2001**

Teaching Experience

2009 – 2013: Adjunct Instructor, Florida International University, Chaplin School of Hospitality and Tourism Management, North Miami, FL

- “Wine Technology” elective course for FIU undergraduates
- “Mastery in Wines Certificate” – Continuing Education Class for Industry Professionals
 - 2007-2008: Co-educator for this course

2005 – 2011: Senior Instructor, Le Cordon Bleu School of Culinary Arts, Miramar, FL in conjunction with the United States Sommelier Association

- Advanced Sommelier Certificate Course - Bordeaux, Burgundy, Spain, Italy & Germany

2003 – 2005: Instructor, United States Sommelier Association, Miami Beach, FL

- Foundation Level Sommelier Course

Media Presentations & Publications

2012 – 2015: Wine Writer, *VENUE Magazine* – bi-monthly Spanish publication geared towards upscale Hispanic consumer (distributed in New York, Miami & Puerto Rico)

2014 – 2015: appearances on NBC's *South Florida Today* & Telemundo's *Cada Dia* - promote wine consumption in growing Hispanic market

2012: appearance on TV *Oppenheimer Presenta* (seen in 20 Latin American countries) – member of panel invited to discuss the wines of Chile & Argentina

2012 – 2013: guest-host with Jimmy Cefalo on Miami Radio 610-WIOD's *EatThisDrinkThatGo* where top chefs/restaurateurs discussed food & wine

Professional Travel: Education & Business

- **France** – Bordeaux, Burgundy, Rhone Valley, Champagne & Paris
- **Spain** – Rioja, Ribera del Duero, Penedes, Salamanca, Bilbao, Vigo, Barcelona & Madrid
- **Italy** – Milan, Venice, Alba, Valdobbianede & Balzano – Attended VinItaly wine fair
- **Chile** – Santiago, Curico, Valparaiso, Limari Valley & Maipo Valley
- **Argentina** – Mendoza & Buenos Aires
- **Barbados** – Mount Gay Rum distillery
- **Germany** – Dusseldorf – Attended ProWein wine fair
- **China** – Shanghai, Shenzhen, Chengdu, Chongqing, Hong Kong
- **USA** – Napa Valley, Willamette Valley, Columbia Valley, Paso Robles & Long Island, NY

Volunteer and Charity organizations

2005 – 2014: member of the Wine Committee assisting with planning the Grand Gala dinner in Palm Beach, **Food for the Poor, Coconut Creek, FL** – International Christian humanitarian aid organization helping the poor.

1992 – 1994: assisted members with computer training and interview skills to obtain employment, **Fellowship House, Miami, FL** – Organization helping the mentally ill.

1989 – 1990: mentored two young boys who needed a father figure, **Big Brothers & Big Sisters, Miami, FL** – Local organization helping disadvantage kids.

LinkedIn Profile can be found at:

<https://www.linkedin.com/in/emilio-guerra-200b8123>