

I grow wine brands by immersing wine buyers, the media and consumers in compelling stories from the vineyard, weaving in heritage and innovation to grow sales and find new groups of customers. Working in close partnership with sales colleagues I build strong distributor partnerships that exceed points of distribution targets while emphasising the brands position. My teams embody the spirit of the brand igniting excitement and forging deep relationships internally and across the industry. I create a strong sense of team culture which brings out the best in professionals and creates high performance. I have more than 20 years of experience leading marketing divisions and building successful marketing strategies in the wine and food industry from small business to national/international level.

Professional experience and achievements

J E Fells & Sons, London

Head of Brand – Symington Family Estates portfolio 2024 - Current

As head of brand for the UK's leading wine distributor, commercial impact of my management of the Symington Family Estates portfolio includes:-

- establishing a £1,650 price point for Graham's 80 Year Old tawny port (Graham's is the UK's leading premium port brand) through brand story telling.
- establishing £500 to £1,000 price points for Graham's 50 Year Old tawny, 40 Year Old tawny, and Library Releases across high profile stores and Michelin star restaurants.
- securing listings in Michelin starred restaurants, on trade and fine wine channels to establish Taifa and Vesúvio as credible top tier wines from the Douro after creating marketing strategy and trade marketing programme.
- adding independent and national retailer listings to Hambledon Vineyard's distribution in conjunction with sales colleagues after redefining the brand position as "the birthplace of English wine" to illustrate competitive advantage and differentiate from other brands.
- Highlighting new distribution markets (USA, Singapore, Hong Kong) for Hambledon Vineyard after contributing to global strategy.
- overseeing significant increase in distribution across independent retail for Graham's port after building brand strategy.
- increasing rate of sale after creating Douro DOC category in national retail in conjunction with sales colleagues and positioning Symington Wines above Porto6.
- increasing Cockburn's Special Reserve (UK's largest port brand) sales, increasing relevance and frequency of purchase as measured by Dunnhumby after adjusting marketing strategy to differentiate and offer new usage occasions,
- creating a positive culture improving appraisal scores across entire team of 4.

Specific outcomes and KPI's of my work available on request

References:-

Taifa is regarded as the premium white wine of Portugal:-

<https://www.symington.com/post/symington-family-launches-taifa-super-premium-white>

Vesúvio is recognised as producing outstanding still red wines from the Douro:-

<https://www.quintadovesuvio.com/>

Graham's Port 80 Year Old Tawny release:-

<https://www.grahams-port.com/wine/80-years-old/23>

W Communications PR & Marketing Agency, London

Account Director 2022 – 2024

Solely focusing on wine clients for this highly respected marketing agency, I achieved significant commercial results for clients that include:-

- created significant export market opportunities for English wineries in conjunction with trade associations in the UK.
- secured listings in Michelin Star restaurants and top tier of independent wine merchants while working with Domaine Serene's "Monogram", Evening Land's "Summum" Pinot Noir and Adelsheim's Vintage Series through brand advertising and trade support.
- 40% increase in recognition of Oregon Wine region in wine trade (as measured by Independent Wine Merchant magazine annual survey).
- generated £5m of incremental revenue for leading English Sparkling wine brand, by creating a global distribution strategy resulting in partnerships in Singapore, Hong Kong, USA.
- established demonstrable new points of distribution after creating "Wines From The Edge" an award winning wine seminar for New Zealand and Oregon wineries.
- increase in brand recognition for DO Cava amongst wine consumers through consumer activations, influencer partnerships and digital marketing.
- development and promotion of 3 team members from junior to management positions.

The Wine Parlour - Independent Wine Merchant, London

Marketing / Managing Director 2016-2022

Overseeing operations to grow customer base and sales:-

- grew revenue by 200% following launch of new outlets in Brixton Market and Herne Hill.
- created additional £0.2M sales through a wine education revenue stream.
- maintained annual revenue of £0.5M with premium wine selection, marketing and customer retention / loyalty programmes.
- achieved additional £0.3M annual sales having developed and implemented ecommerce site; supported by digital marketing and influencer support.

Kettle Chips, Norwich & London

Senior Brand Manager 2004-2012

Managed UK and Europe brand operations, including product development, packaging, and trade / consumer marketing:-

- increased household penetration by 50% in one year after managing a global brand repositioning / redesign, including major research, positioning and packaging development to relaunch the brand in UK and US markets.
- grew rate of sale by 15%+ through improved flavours and engaging consumer advertising.
- contributed to development of some of the UK's most popular Kettle Chips flavours.

Professional Development

Wine & Spirits Education Trust (WSET) Wine Diploma	2020-2022
Wine & Spirits Education Trust (WSET) Levels Two and Three	2015-2018
Master's in Business Administration, University of East Anglia	2007-2009
CIM Professional Post-Graduate Diploma Marketing	2001-2004