Founder Top Shelf Brand Builders LLC, 2004 – Present (formerly Affiliated Beverage Co.)

Founded successful marketing and promotional company through partnerships and alliances with restaurantsand retail and trade operations to educate consumers about wine. Managed more than 3,000 retail sampling programs including sales projections, budgets, strategic market planning for special promotional and media events relating to wine and spirits. Recruited, trained, and managed thousands of contract demonstrators for event marketing and adult beverage promotional services.

* Served as liaison between producers, wholesalers, contact demonstrators and customers to ensure clear and effective collaboration, enhanced transparency, and improved efficiency.
* Applied leading edge innovations. First to introduce performance based contracts, first to develop online integrated event management application, first to provide comprehensive wine education and online resource library for demonstrators, etc.
* An increase in event attendance of 35%

**Executive Director of the Texas Wine & Grape Grower’s Association** - **2001-2003**

Expanded the Lone Star Wine Competition by the incorporation of the local media, the Texas Chef’s Association, and the Go Texan Program.

* The introduction of the Lone Star Junior Chef’s culinary competition
* The introduction of a technical program to include presentations on wine & food pairing for Texas Wine.
* An increase in event attendance of 35%

**Director of Communications & Marketing – Planned Parenthood of North Texas -2000-2001**

* Produced of the host chapter welcome event for the national Planned Parenthood convention in Dallas in 2000 at the Women’s Museum of Dallas.
* Tracking system for events, tasks, and metrics for all communication, marketing and special events.
* Clinic outreach and feedback programs to improve internal communications among 23 clinics.

**Director of Sales and Sponsorship - Main Events International - 1998-2000**

Co-produced 6 to 8 major festivals annually including the Deep Ellum Arts Festival, The Bedford Blues Festival, and Fiesta Ft. Worth.

* Development of potential sponsor database
* Design and introduction of alcoholic beverage sponsorship programs
* Sponsorship solicitation resulting in a 25% increase in revenue.
* Introduction of alcoholic beverage (wine and spirits) supplier sponsorship program.

**Director of Sponsorship & Development for the El Paso Association for the Performing Arts -1994-1998**

* The introduction and development of corporate sponsorship and grant programs that generated more than 3 million dollars.
* Media partnerships and promotions that resulted in excess of 2 million dollars of value based on media affidavit from all local radio and TV stations as well as print media delivering an average reach of 98% of local population with the an average frequency of 84. (Not a typo)
* Increase in theater attendance of 30% resulting in an increase of approximately 1 million dollars in ticket and concession sales.

**Education and Credentials**

**High School- Berlin American High School – Berlin, Germany**

**Associate’s Degree – University of Maryland – Berlin Germany**

**Bachelor of Arts – Political Science, University of Texas, El Paso**

**Leadership Texas – Alum – Dallas, Texas**

**International Festival and Event’s Association – Certified Event Executive**

**United States Chef’s Association – Certified Personal Chef**

**International Sommelier Guild - Certified level II**

**Court of Master Sommeliers – Certified**

**Dallas Sommelier Society – Member**

**Publications**

**Managing Corporate Sponsorship Programs – IFEA**

**Operating Manual – The Whole Enchilada Festival - Las Cruces, New Mexico**