

ID-56603 Alvaro

Export Manager

CONTACT

Address

Currently based in Madrid, Spain, but willing to relocate.

QUALIFICATIONS

WSET Level 3

London, January 2016

International Trade MBA

EUDE International School
Madrid, Spain, 2016

Bachelor of Arts

Translation and Interpreting

Universidad Autónoma
Madrid, 2002-2007

EU Project

Warsaw University European Law

Poland, 2006-2007

OBJECTIVE STATEMENT

I'm an accomplished wine broker and export manager with an interest in the niche segments and premium value producers and buyers, as well as a breadth of contacts throughout the upper market echelon in the most relevant markets. I'm looking for a new challenge in an Export Management position at a premium producer, as I believe my strengths lie in my knowledge of premium value, high quality producers and their buyers. I constantly research market and consumer trends and believe in chain-of-value sales for premium wine as an aspirational product. I seek a challenging position with multiple responsibilities in an ambitious, everyone-contributes environment.

EXPERIENCE

Bodegas Alvear | Head of Exports

Jan 2019 – date

Bodegas Alvear is the 2nd oldest winery in Spain and one of the firsts to structurally export wine to the UK and elsewhere, with an export tradition dating back to the beginning of the 1790s. My duties at the winery started as head of European Exports and transitioned after only 6 months to Global Export Direction. I have steered the winery in the switch from a bulk wine-based economy to a sustainable, premium sales strategy, which has paid off in the most challenging markets such as the USA, Canada, Germany, and Japan among others.

- Export team leader and talent researcher
- Responsible for brand awareness spike in key markets through deals with SevenFifty and Vivino.
- Signed long term bulk and bottled premium wine exclusive deals with Chinese distributors.
- Signed maintained 0% loss in export sales revenue through the Covid pandemic.
- Signed market entrance for the winery in Colombia, Sweden, South Korea, Mexico, Brazil and others.

Leyenda del Páramo | Head of Exports

Jan 2017 – Jan 2019

After a brief but very successful consulting period, I moved onto General Export Direction. Starting from scratch, I now manage the export department at this up-and-coming Spanish winery (LDP). My duties over the past 2 years have included setting up the department itself and hiring the right talent, seeking and establishing import partnerships throughout key markets across the world and building up a database of relevant players in every market where our production might fit. I have developed a scalable strategy to suit a winery that can produce 10x its current bottled wine production and have implemented a bulk wine export project for the excess wine it was selling locally for a loss.

- Export team leader and talent researcher
- Responsible for brand awareness spike in key markets for the core range of the winery, among target market stakeholders.
- Signed LDP's first-ever Asian market bottled wine sale in Singapore.
- Signed first-ever international bulk wine sale for LDP in Japan.
- Signed market entrance for the winery in Germany, the UK, Denmark, Japan, Singapore, China, US-Great Lakes, Mexico and Panama.

EXPERIENCE (continued)

Leyenda del Páramo | Export consultant

Sept 2016 – Jan 2017

After buying part of their production as their exclusive UK importer through Wineme LTD, I joined LDP, a sustainable and socially responsible winery in North-West Spain. Initially planned to be an external consulting position, tasked with finding suitable markets and re-imagining the brand, my role evolved into the creation of an export-focused department.

- Label Design for new range of Organic Wines
- Brand Management for the full range of product
- Design and implementation of export strategy

Wineme LTD | Portfolio Manager

Jan 2015 – date

Wineme is a personal project that intends to be a boutique importer of fine natural, organic and sustainable wines, both environmentally and socially responsible producers. I was the first to introduce to the UK brands such as Metamorfika by Costador, Partida Bellvisos, Pedrer and Vinya del Vuit by Sara Perez & Rene Barbier (this one beating behemoth Justeriny&Brooks to the exclusive) Curi, Collbaix and other ultra-premium wines from both well-established and exciting, new producers. All these producers are now staples in both the UK's natural wine scene, and also ultra-premium wine retailers. After participating at SITT 2016, reviews received from key independent retailers such as Vin-Cognito and Vagabond Wine, established retailers such as Last Drop Wines in Chelsea or organizations such as WSET and the Yorkshire Wine School, claimed we had the greatest lineup present.

ITEA SPAIN | Program Manager to Program Director

2010 - 2013 - 2015

As I moved back to Spain, I joined this established Study Abroad enterprise to bolster US program sales and recruitment. Started reporting to the Program Director on the Exchange Year program. I was in charge of legal compliance and everyday parent and student contact and recruitment. Moved on to Exchange Year Program Direction and then General Direction of Programs. During my 3 years at this last position I was responsible for an unprecedented 35% year on year growth in students, signed 2 new collaboration deals with the most reputed Study Abroad providers in the US and doubled program-related income. Undertook global program overhaul looking to improve customer satisfaction and as a result, local brand awareness grew among our key recruitment pools to fulfil our goal of 50% annual recruitment through direct alumni referral.

Ballarat Trading Co. New Zealand | Wine List Manager and Service

2010

Reporting to the General Manager, I was in charge of local Otago wine selection and NZ at large By The Glass selection. I acted as Sommelier and informally educated staff on our wine selection, both NZ and international wines.

Several wineries | Harvest Aid

2002 - 2010

Harvest aid in all facets of the process. From picking grapes to sorting tables to winery operations. Worked at LDP León, CVNE, Hidalgo La Gitana (Sanlúcar de Barrameda) and Bodegas Enrique Mendoza (Alicante).

AVAILABILITY & REFERENCES

As a business unit manager I am required to provide a 1 month notice, although that is negotiable. I am happy to prep and research for the post and introduce myself to the new team while the notice period is in force. References are available upon request.