

CAROLINE M. ABBOTT

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Citizenship: USA and Spain | *Fully available for international travel*

COMPETENCIES AND INTERESTS

- Bicultural, results-oriented business professional with a wide range of global work experience based on artisanal wine and spirits.
- Solid background in commercial direction, e-commerce, client management & communication, on/off-premise B2C and B2B sales, branding and consumer behavior marketing.
- Knowledge of and experience with the 3-Tier System in the USA and trade shows in 3 countries (USA, Spain, Australia).
- Motivated, driven, autonomous, yet can thrive in a team, objectives-focused, active listener, proficient at fostering lasting relationships.
- Extensive hospitality experience, with wine knowledge enhanced by certifications, winemaking, and wine tourism in over 11 countries.
- I'm interested specifically in Spanish wines, Business Development Consultancy, Key Account Management, Export & International Sales, Business Strategy, learning what markets demand, and the fun challenge of meeting and surpassing their expectations.

• **English:** Native bilingual level

Italian: Upper Intermediate (B2)

• **Spanish:** Native bilingual level

French: Intermediate (B1/B2)

Personal interests: Learning, music, world travel across 6 continents, Crossfit, nature, Romance languages, literature, ethnic cuisines.

PROFESSIONAL EXPERIENCE

2019 - present Owner and Founder - Vinotations (online)

- Business Development Consulting focusing on export, sales, branding, internal structure reorganization, press & communication.
- Translation, editing, and interpretation services for wineries and liquor brands.

2022-23 Commercial Director (Project) - Michelin i Mufatto (Spain, Argentina, Uruguay)

- Created and established internal structure and processes (Google Workspace, Slack, domain, team structure and responsibilities).
- Owned all sales-related topics for 5 wineries in 3 countries in 20 markets (proformas, payments, order management, new order negotiations, allocation, budgeting, strategy), including acquisition of a new winery (*Adega Benito Santos*).
- Responsible for selection and organization of trade shows and market visits. Setting of strategy and restructuring for 2023.
- Liaised with design agency to create and update all marketing materials (press, tech sheets, price lists, brochures) to establish a coherent brand image for each winery.

2020 - 22 Marketplace Success Manager, Spain & Portugal – Vivino (Madrid, ES)

- Owned the e-commerce Marketplace platform, from prospecting, contracting, and onboarding new merchants, to tracking and driving operations and performance metrics of the 38 current merchants (up from 17).
- Responsible for net profit margin, GMV, supply, and coverage. Drive revenue and conversion through campaign management.
- Owned launch of the new Portugal marketplace, trained the BDM, subsequently overseeing 13 merchants.
- Lead and translated all merchant communication and vernacular. Main point of contact for CX and operational escalations.

2018 - 19 Sales, Logistics, and Customer Support Assistant; Spain Liaison

The Spanish Acquisition (First and top Spanish and Portuguese wine importer - \$3m annual revenue) (Melbourne, AUS)

- Streamlined Melbourne sales & inventory of 250+ SKUs by collaborating with 4 interstate warehouses, 3 brokers, and customers.
- Bilingual PA to owner and Spanish liaison, ultimately helping to expand the portfolio by 12 producers to 72.
- Secured increased sales by hosting trade shows and client dinners, conducting sales calls with 100% purchase rate.

2014 - 17 Key Account Manager

Inspired Beverage, Inc. (Liquor Brokerage - \$3m. annual revenue) (Greater Boston, MA, RI, CT, NYC)

21st Century Wine Co. (Sister wine distributor & importer - \$2m. annual revenue)

Sales Territory Management & Marketing

- Created own sales territory in Greater Boston to about 95 accounts, grew sales by 2.5x in 3 years.
- Established \$2million wine and garnish distributor alongside owner, expanding from 20 brands/60 SKUs to 120 in 1.5 yrs.
- Developed sales, marketing and branding to retain Key Accounts with seasonal programming, market activations, trainings.
- Distributor & Portfolio Management: 18 liquor brands with 5 distributors in 5 states
- Drove sales and grew existing distribution through ride-withs, sales presentations, constant communication with reps.

2011 - 13 Brand Ambassador/Product Specialist

Jack Daniel's, Jim Beam, Sailor Jerry's, Deep Eddy, Heineken (Greater Boston, MA)

2008 - 18 Bartender - Sommelier - Catering FOH/Chef

- **Bellota Wine Bar (Melbourne, AUS)** - Part of the Prince Wine Store with 4000 SKUs focused on AUS, NZ, Burgundy, Barolo.
- **Fine dining, nightclubs, private events & parties, catering** - (Boston, USA - Madrid, ES - Florence, IT - Montreuil sur mer, FR)

ACADEMIC FORMATION & WINE CERTIFICATIONS

2020 **Course: Master in Management: Introduction to Managerial Economics** - IE Business School (online)

Business Opportunities and Risks in a Globalized Economy 98% - IE Business School - Coursera (online)

2008 - 11 **Bachelor of Science in Business Administration: Double major in Entrepreneurship and Management (Honours)**
Suffolk University (Boston, MA)

2010 **Florence University of Arts: Study Abroad (Florence, IT)**

2007 - 08 **Suffolk University Madrid Campus (Madrid, ES)**

Present **WSET Level 4 Diploma in Wines Candidate** - Weinakademie Österreich (Rust, AU)

2020 **MOOC du Champagne (in French) - Le Comité de Champagne (online)**

2018 **WSET Level 3 Award in Wines – Passed with Distinction** - Prince Wine Store (Melbourne, AUS)

2017/19 **Winemaker's Apprentice - PAP WINES (Szent György-hegy, Hungary) - Pasquale Kurow Winery (North Otago, NZ)**

2016 **Certified Specialist of Spirits (CSS) 96%** - Society of Wine Educators (Boston, MA)

2015 **Certified Specialist of Wine (CSW) 95%** - Society of Wine Educators (Boston, MA)