



COLIN FORD

-  **Auckland, NZ**
-  **09 816 9393**
-  **022 484 2810**
-  **colin@winework.com**
-  **www.winework.com**

My whole working life has been in wine & I love it. Beginning in hospitality in 1985, I have been fortunate to train under & work with industry leaders both in NZ & abroad. I have travelled widely with vintages in NZ, Australia, California & France & trips to Scotland, Portugal, Germany & South America. I have studied with the Institute of Masters of Wine in Australia. As Brands Manager for Via Pacifica, I worked promoting NZ wines in the US & later, I led the team developing Wine Trade Online, a finalist in the BNZ Waitakere Business Awards for three consecutive years & winner of the Excellence in Service Award for 2006. I am an associate wine judge and have been a long-time tasting panellist and contributor to Wine NZ Magazine.

PERSONAL STATEMENT

I have enjoyed a 30+ year career in the wine industry. During that time I have had a successful sales career and led the development of the award-winning digital business platform, Wine Trade Online, a finalist in the BNZ Waitakere Business Awards for three consecutive years and winner of the Excellence in Service Award in 2006. I have travelled widely, experiencing some of the world's finest wine and liquor regions and producers first-hand. I have participated in the education program of the Institute of Masters of Wine and am a judge at the Air New Zealand Wine Awards and the New Zealand International Wine Show. I have tasted professionally and have written for consumer and technical publications for nearly two decades. Since 1999, I have operated Winework Solutions providing brokerage, marketing, image and publishing services to the NZ Wine Industry.

EXPERIENCE

- Winework Solutions Limited** **1999 - 2018**
Managing Director & Principal Contractor
 Vintech Pacific | Business Development Manager
 Steve Bird Wines | Website Maintenance
 WineNZ Magazine | Tasting Panel Leader
 Wine-Searcher | Wine Specialist Contractor

- Vintech Pacific Wine Technologies** **2012 - 2018**
Business Development (Contractor)

- Wine Trade Online Limited** **2003 - 2013**
Managing Director

- Via Pacifica Imports LLC** **1999 - 2000**
Brands Manager (NZ & USA)

SKILLS

- ▶ Expert Understanding of Wine Industry
- ▶ Widely Travelled & Experienced in International Markets
- ▶ Success in Domestic & International Sales & Marketing
- ▶ Excellent Technical & Commercial Wine Writing
- ▶ Effective Public Speaking & Event Coordination
- ▶ Advanced Tasting & Sensory Evaluation
- ▶ Award-Winning Business Development
- ▶ Award-Winning Customer Service
- ▶ Advanced Technology Skills
- ▶ Well Organised and Efficient
- ▶ Solid Commercial Acumen

PERSONAL DETAILS

Name: Colin Robert Ford

Address: 11A/2 Rangeview Road
Sunnyvale
Auckland 0612
New Zealand

Telephone: +64 9 816 9393
Mobile: +64 22 484 2810
Email: colin@winework.com
Web: www.winework.com

Citizenship: New Zealand

Marital Status: De Facto
General Health: Excellent

EDUCATION

Auckland University of Technology 2000
Diploma in Business Computing, Web Site Development

Institute of Masters of Wine 1997 - 1999
Master of Wine Educational Program
Sat MW Exam in 1999
Attended MW Seminars in Sydney 1998 & 1999
Accepted into Educational Program 1997

Auckland Institute of Technology 1997
Short Course, Sale of Liquor Act
Market Wise
Certificate in Marketing Strategy & Implementation

David Forman Training
Sales Development

Waikato University 1984
School of Management Studies
Macro-economics | Micro-economics | Administration |
Computing for Business Applications

Orewa College 1979 - 1982
University Entrance Accredited
Sixth Form Certificate
English | Mathematics | Chemistry | Biology | Economics
School Certificate
English | Mathematics | Chemistry | Biology | Economics
English | Mathematics | Science | Economic Studies
Technical Drawing

EMPLOYMENT DETAILS

Winework Solutions Limited

2000 – Present

Managing Director and NZ Wine Industry Specialist

I have owned and operated Winework Solutions Limited since 1999. In addition to general business management my role specialises in brokerage of bulk wines, barrels & winery equipment. Further, I provide business development, marketing and media services to a clientele of small wine producers and craft brewers. Our business operates a specialist product photography and image library service and a web publishing business.

Through Winework Solutions I have been involved in the start-up of new wine importing and distribution businesses, working both in California and in New Zealand, which along with my brokerage work, have required me to become knowledgeable in wine exporting procedures. I have undertaken numerous research and consulting projects and occasionally provide New York based Financial consultants, Gerson Lehrman Group with NZ wine industry intelligence and analysis.

Wine Trade Online Limited

2003 – 2013

Managing Director

Wine Trade Online is an award-winning integrated e-business solution for businesses that supply the wine, liquor and hospitality industries. Its services include online ordering facilities for the licensed trade, sales force mobilisation, digital asset management, e-marketing and advertising services.

Wine Trade Online was a finalist in the Bank of New Zealand Waitakere Business Awards for three consecutive years and won the Excellence in Service Award in 2006.

Via Pacifica Imports LLC

1999

A contract role after which I returned to NZ and started Winework Solutions Limited.

Brands Manager

Via Pacifica Imports is a California based importer and distributor of exclusively New Zealand wines.

This role involved selecting supply partners, brands and negotiating supply and distribution agreements and in planning the strategy and implementation.

Working hands-on both in New Zealand and in the United States, liaising with suppliers in New Zealand and brokers in the US. Training US sales staff and accompanying NZ winemakers on location in the US.

The initial success to which I directly contributed was such that we achieved our budgeted sales for our first six month period within six weeks.

Kitchener Wines Limited

1993 – 1998

Resigned to take on contract role with Via Pacifica Imports LLC.

Warehouse & Distribution Manager (1993 - 1995)

I first joined Kitchener Wines to manage their busy warehouse and dispatch operation. The business grew significantly during this period, and a high degree of organisational skill was required to match the requirements of the business to the limited space and staff available. Responsible for a staff of three during peak periods.

Senior Account Manager (1995- 1998)

I subsequently moved into a sales position working principally with fine dining restaurants and specialist wine retail accounts. Territory included central Auckland, the North Shore and Northland.

Ambitious sales budgets (circa \$1.2m p.a.) were met and exceeded while developing sound and trusted relationships with many of the leading personalities of the Auckland wine and restaurant trade.

SKILLS & ACTIVITIES

- ▶ Joined the wine trade in 1985. Since then, gained broad experience in fields across the industry, including production, sales, marketing, exports, distribution, retail and hospitality.
- ▶ Travelled widely, building practical production experience in New Zealand, Australia, France, the UK and the United States.
- ▶ As Brands Manager for Via Pacifica Imports of California, worked both in NZ and in the US building a 'hands on' knowledge of the world's largest wine market.
- ▶ From 1997 - 1999, I was involved in the education program administered and conducted by the Institute of Masters of Wine, London, developing my professional and tasting skills to a high degree.
- ▶ Associate Judge at the Air New Zealand Wine Awards 2015 & 2016, NZ International Wine Show 2011, 2016 & 2017, the Liquorland Top 100 and Royal Easter Show wine competitions 1999 - 2003.
- ▶ Judge at the National Culinary Fare 2011 & 2014.
- ▶ Member of the board of SPANZ (Service Professionals Association of NZ), for 2011.
- ▶ Sponsor of AUT School of Hospitality and Tourism annual achievement awards, through Wine Trade Online Limited.
- ▶ Contributing writer and tasting panel leader for Wine NZ magazine.
- ▶ Past tasting co-ordinator for Cuisine magazine.
- ▶ Excellent keyboard and computer skills. Well versed with MS Word, Excel, Access, Outlook, Adobe Indesign, Photoshop, Go Live & Lightroom, Wordpress, HTML, editing PHP smarty templates.
- ▶ Excellent verbal and written communication skills with the ability to work with a wide variety of people and to contribute to a high level in a team or sole charge environment.

REFEREES

Please feel free to contact any of the referees shown below for personal and business references.

Guy Rutledge

Managing Director
Vintech Pacific Wine Technologies
Mobile: 021 783 236
Email: guy@vintechpacific.co.nz

Steve Bird

Proprietor & Winemaker
Steve Bird Wines
Telephone: 07 927 2377
Mobile: 027 478 5298
Email: steve@birdwines.com

Martin Gillion

Former Editor & Publisher
WineNZ Magazine
Telephone: 09 410 2968
Mobile: 021 28 99 429
Email: mg.winenz@xtra.co.nz

Dean Larking

Sommelier (CMS Certified)
Sails Restaurant, Westhaven
Mobile: 132 9495
Email: celiadean@vodafone.co.nz

John & Melody Anderson

Personal Referees
Telephone: 09 827 6970
Mobile: 027 452 5568
Email: info@wayfarer.co.nz

TRAVEL EXPERIENCE

In order to gain a deeper understanding of the wine industry internationally I have taken opportunities to travel, work and study in important, influential wine and liquor making regions around the world.

2016

Chile, Argentina & Peru

A month visiting selected wine producers in the cooler coastal regions of Aconcagua, Casablanca and San Antonio in Chile; Mendoza and Uco Valley in Argentina; and travelling throughout Northern Peru.

2012 - Present

Vintech Pacific Wine Technologies

Frequent trips to Hawke's Bay, Gisborne, Wairapa, Marlborough, Nelson, Canterbury & Central Otago, meeting and tasting with winemakers.

1999

Via Pacifica Imports

San Francisco, California, USA

Working in the west coast states conducting trade tastings & staff training for brokers.

Institute of Masters of Wine

Sydney, NSW, Australia

Attended candidate seminar
Sat MW examinations

1998

Robert Mondavi

Napa Valley, California, USA

Vintage & research for MW dissertation

Institute of Masters of Wine

Sydney, NSW, Australia

Attended candidate seminar

1997

Germany

Mittelrhein & Rheingau Wine Regions

Holiday visit

1988

Brokenwood

Hunter Valley, NSW, Australia

Quinta do Noval

Oporto, Portugal

Robert Mondavi

Napa Valley, California, USA

Domaine Michel Juillot

Burgundy, France

The Macallan Distillery

Highlands, Scotland

Krug

Champagne, France

Deutz

Champagne, France

Chateau Petrus

Bordeaux, France

Chateau Senejac

Bordeaux, France

Remy Martin

Cognac, France

Seguin Moreau

Merpins, France

TESTIMONIALS

"I have known Colin Ford over a number of years, beginning with a stint he had as a sales representative for our New Zealand distributors, followed by my involvement with the Cuisine magazine wine tastings. Colin has a very sound knowledge of wine and the wine trade, and has a very good palate. He also has a great passion for the business, spurred by a great love of wine itself, and this has shown through in all my dealings with him. He was accepted into the education program of the Masters of Wine in 1997, and I was appointed as his mentor. I have confidence that his skill, enthusiasm and professionalism will see him join the ranks of the MWs."

Michael Brajkovich, MW

Winemaker
Kumeu River Wines
Auckland, New Zealand

"I have known Colin Ford for a number of years and regard him as a knowledgeable wine enthusiast, a truly professional salesman who acts with great integrity, and a friend. Colin performed the task of "tasting co-ordinator" for my Cuisine magazine wine tastings and has served as a judge on our tasting panel where he demonstrated significant ability as a wine taster."

Bob Campbell, MW

Past Wine Editor
Cuisine Magazine
Auckland, New Zealand

"For more than 15 years Colin Ford was not only one of the main participants in WineNZ magazine's tasting panel, he was also the co-ordinator of the group responses to the wines and was tasked with combining them into an authoritative overview of the tasting as a whole. In this role he was one of the magazine's most important contributors.

He has a perceptive palate, a deep understanding of wine in general, and New Zealand wine in particular, as well as a clear and professional approach to the appreciation of wine. In recent times the magazine also commissioned him to write a number of features in which he undertook to explain and de-mystify some of the processes and procedures involved in the production of wine. They were very well received indeed."

Martin Gillion

Past Publisher and Editor
WineNZ Magazine
New Zealand's Only Wine Dedicated Magazine
Auckland, New Zealand

"Colin Ford's extensive knowledge of wine, New Zealand wineries and the New Zealand wine trade have made significant and important contributions to the development of Via Pacifica Imports and provide key, ongoing support for all aspects of our business. He is thoroughly professional, blending integrity, reliability, honesty, wisdom and good humor into all he does. Via Pacifica is indeed fortunate to be working with him."

Howard and Shelly Kalmer

Via Pacifica Imports, LLC
Importers of Fine New Zealand Wines

TESTIMONIALS CONT...

My name is Valerian Khubulava, Russian executive with a vast food industry background. As I have become more tired from the corporate life an idea to start a winery came to be not such a big surprise. I bought some vineyards in the Republic of Georgia and started to look around for a proper experience to obtain. In the course of my exploration of the matter it appeared that the New Zealand winegrowers' and winemaking expertise might be the most interesting based on the remarkable success of their wines in a world market in a very short period of time.

Thereby I came across Mr. Colin Ford and his "Winework Solutions" based in Auckland. So I contacted Colin with the request to organize me a week-long professional study tour in Marlborough valley. It was a very difficult task because I needed to meet most important people from the industry - owners, winemakers, enologists, viticulturists, winegrowers and marketing executives. It was also important to meet those people from the different wineries - large, medium, small and boutiques. And I wanted to talk with them, and it was a first week after New Year day - everybody was supposed to have holidays.

Mr. Ford made a remarkable job. He managed to put together almost 15 meetings with all kind of professionals within six days. Above all these meetings were very informal, friendly and extremely cognitive. Colin made possible to meet important people from large companies - Cloudy Bay, Wither Hills, as well as such famous smaller companies like Fromm, Lawson's Dry Hills, Forrest Estate and many others.

The most important thing is that Mr. Ford is not a tour guide at all. Being a real wine professional with international experience he knew most of the people we had met. One of the reasons all those people agreed to meet and to talk to me was that I had been introduced by Mr. Ford. His comments and our conversations helped me a lot in deeper understanding of the philosophy and dynamics of wine industry not only in New Zealand but in the world at large.

It is also worth mentioning that Colin is a very educated in many fields person - real gentleman. It was pleasure to spend a week with him on my tour. We talked about many interesting issues and spent an excellent time. He is also extremely well organized; logistics of the tour was perfect.

And I also believe that we made good friends.

Valerian Khubulava
Proprietor
Soso da ValiCo, LLC
Vienna, Austria

TESTIMONIALS CONT...

"Colin Ford has provided consulting services for our company for the last three years and is still employed in this role on an as-required basis. We have found him to be very professional in all our dealings, he is punctual, polite and has a great eye for detail.

His role has been in marketing our range of winemaking services and selling our range of wine barrels. We would have no hesitation in recommending Colin for whatever role or opportunity that he would seek to take up.

Should you require any further information please contact our office."

Guy Rutledge

Director

Vintech Pacific Wine Technologies

Auckland | Napier | Gisborne | Blenheim | Cromwell

Colin Ford has been working as a casual wine-waiter at Sails Restaurant for the past five years [2017], working a changing roster from two to five shifts per week.

Sails Restaurant is a 120 seat, white tablecloth, full-service, liquor licensed venue situated at Westhaven Marina near Auckland central city. The clientele is mainly mature, experienced diners who enjoy Colin's high level of experience and enthusiasm.

As part of our role in educating and inspiring individuals (both staff and guests), Colin's first-hand knowledge of the science of winemaking and up-to-date contact with procedures throughout New Zealand has added an aspect previously lacking in our program. Study towards Master of Wine qualifications, particularly the skills of tasting, give Colin real credibility.

Colin was my commis at the Top of the Town Restaurant in the Hyatt-Kingsgate Hotel, Auckland in 1985 and I am proud of his career in wine and am very happy to work alongside him, now as equals.

Dean Larking

Sommelier (CMS Certified)

Sails Restaurant

Westhaven, Auckland