

COLIN FORD



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My whole working life has been in wine and I love it.

Beginning in hospitality in 1985, I have been fortunate to train under and work with industry leaders both in NZ and abroad. I have studied with the Institute of Masters of Wine in Australia.

I have travelled widely with vintages in NZ, Australia, California and France and with trips to Scotland, Portugal, Germany and South America.

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 a regular judge at NZ's major wine shows and have been a long-time tasting panellist and contributor to Wine NZ Magazine.

AT A GLANCE

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

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 Writing
- ▶ Capable Public Speaking & Event Coordination
- ▶ Advanced Tasting & Sensory Evaluation
- ▶ Experienced Business Development
- ▶ Award-Winning Customer Service
- ▶ Advanced Technology Skills
- ▶ Well Organised and Efficient
- ▶ Solid Commercial Acumen

PROFESSIONAL EXPERIENCE

Winework Solutions Limited

2000 - PRESENT

Auckland, New Zealand

Managing Director

General business management plus my role specialises in bulk wine brokerage, barrels & winery equipment.

Business development, marketing and media services to a clientele of wine producers and craft brewers.

Operating a specialist product photography and image library service and a web publishing business.

- NZ Agent for Tonnellerie Radoux & Pronektar
- Business Development Manager for Vintech Pacific Wine Technologies
- Managing Director & Development Manager for Wine Trade Online Limited
- Brands Manager for Via Pacifica LLC (California & New Zealand)

Vintech Pacific Wine Technologies

2012 - PRESENT

Throughout New Zealand

Business Development

Originally a contract role to introduce Phoenix Barrel Rejuvenation technology to the New Zealand market in 2012.

Role expanded to encompass Vintech Pacific's entire service offering including Reverse Osmosis, Crossflow Filtration, Electro-Dialysis, Flash Detente and Dissolved Gas Management.

- Introduced Phoenix Barrel Rejuvenation to NZ Market
- Introduced Oxi-Out DGM to New Zealand Market
- Project Management and Copy Writing for Major Website Redevelopment
- Practical Vintage Experience of Machinery Operation

Wine Trade Online Limited

2003 - 2013

Auckland, New Zealand

Managing Director & Development Manager

An award-winning integrated e-business solution for businesses supplying the wine, liquor and hospitality industries. Services including online ordering facilities for the licensed trade, sales force mobilisation, digital asset management, e-marketing and advertising services.

- Finalist in the BNZ Waitakere Business Awards for three consecutive years
- Winner of the Excellence in Service Award in 2006

Via Pacifica LLC**1999****California, USA**

Brands Manager

A California based importer and distributor of exclusively New Zealand wines. Role involved selecting supply partners, brands and negotiating supply and distribution agreements and planning operational 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.

- Established what was then the only importer of exclusively NZ Wines in the US
- Achieved Budgeted Sales for first six-month period within six weeks.

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

English | Mathematics | Chemistry | Biology | Economics

Sixth Form Certificate

English | Mathematics | Chemistry | Biology | Economics

School Certificate

English | Mathematics | Science | Economic Studies | Technical Drawing

CAREER BACKGROUND

- ▶ 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.
- ▶ Senior Judge at the New Zealand International Wine Awards 2018. 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, Shopify, 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.

TRAVEL EXPERIENCE

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 and staff training for brokers.

Institute of Masters of Wine

Sydney, NSW, Australia

Attended candidate seminar.

Sat MW examinations

1998

Robert Mondavi Wines

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

1988

Brokenwood

Hunter Valley, NSW, Australia

Robert Mondavi Wines

Napa Valley, California, USA

Krug

Champagne, France

Chateau Senejac

Bordeaux, France

Remy Martin

Cognac, France

Seguin Moreau

Merpins, France

Quinta do Noval

Oporto, Portugal

Domaine Michel Juillot

Burgundy, France

Deutz

Champagne, France

Chateau Petrus

Bordeaux, France

The Macallan Distillery

Highlands, Scotland

REFEREES

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

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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

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 a 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 (Late)

Proprietor

Soso da ValiCo, LLC

Vienna, Austria

“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 of 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

CONTACT COLIN FORD

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