

Kelly Brown

I am a wine business executive with a diverse skill set across winery management, operations, global sales, marketing and hospitality.

I help companies clarify their vision, develop strategies and work with teams to deliver successful outcomes in a diverse and positive environment that is inclusive and energised for good.

I work across a spectrum of large corporates, medium, and small businesses with premium and luxury products and experiences.

I work diligently to understand and ensure respective roles and skill sets are aligned, to allow people autonomy to perform whilst working towards a common goal.

Experienced working alongside and reporting to board members, C-suite, management and creatives.

Extensive global sales and marketing experience, including North and Central America, Asia, Oceania, UK, Western Europe, and Duty Free.

Deep working knowledge of USA 3-tier alcohol distribution system and liquor-controlled countries.

Proficient in organic and sustainable agricultural practices, ESG reporting and circularity.

Core Capabilities

Global Sales & Marketing

Winery Management and Operations

Strategy, Planning and Acquisitions

Complex Stakeholder Management

Financial Reporting & Management

ESG & Circular Economy Proficiency

Product Development

Sensory Evaluation

Premium & Luxury Product Branding

Cellar Door, Hospitality & Direct Sales

Professional Snapshot

- 2021-2022 Scales Corporation**
Future Director
1 year appointment - June-June
NZX (SCL) Global Agri-business & Logistics
- 2020-Present THC Consulting, Director**
Auckland, New Zealand
Wine & Agri-Business Consultancy
- 2015-Present La Coupe, Co-Founder & Director**
Auckland, New Zealand
NZ agent & importer for Zalto glassware
- 2010-Present Marlborough Oak Imports**
Auckland, New Zealand
NZ importer and distributor of Dargaud & Jaegle and Vallaurine French oak wine barrels.
- 2010-Present Foxes Island Wines, Managing Consultant**
Auckland, New Zealand
- 2007-2020 KBC Global, Wine & Beverage Marketing**
New York, New York
Wine & Beverage Business Consultancy
- 2002-2007 Domaine Carneros by Champagne Taittinger**
New York, New York
Global Sales Director
- 1999-2002 Eberle Wines**
Paso Robles, California
Global Sales & Marketing Director

Formal Education

California Polytechnic State University
San Luis Obispo, California

Bachelor of Science, Agri-business

Concentration Marketing

Concentration German

Certificate of Wine Marketing (minor equivalent)

Professional Development

Member, New Zealand Institute of Directors

IOD NZ, *Essential Governance Skills*

Alliance Française, *French Language Studies*

New York University, Dale Carnegie Course Certificate

D.E. Jones Assoc. Certificate 'Results Oriented Selling'

Goethe Institute - Certificate of German Proficiency

Language Proficiency

English, maternal tongue

French, advanced intermediate proficiency

German, intermediate proficiency

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THC Consulting | February 2020-Present

Director | Auckland, New Zealand

The consulting business provides expertise in business development, marketing and strategy in the premium wine, spirits and agri-business sectors. I successfully work alongside directors and executive management to build resilient, sustainable and profitable outcomes underscored by a sense of personal integrity.

I have strong global sales and marketing experience, with in-depth knowledge of markets, and players. I work alongside production, sales, marketing and leadership teams to facilitate communication, identify opportunities and deliver results. I am skilled in negotiating distribution contracts and implementing strategy and resource.

I am a strategic thinker experienced in M&A and due diligence processes, working with teams and investors to successfully identify and acquire investments. I can outline opportunities and prepare insightful reports to support decision making.

I am experienced in successfully navigating complex, sensitive and strategic communications to achieve positive outcomes. Proficient with ESG and Circular Economic accounting, communication and change management.

La Coupe | February 2015-Present

Import Agent | Co-Founder & Director | Auckland, New Zealand

The exclusive New Zealand importer of luxury Austrian glassware brand, Zalto Denk'art, which is considered the finest glassware for wine. The products are sold directly to a select demographic across consumer and trade channels. We have developed promotional collaborations with Air New Zealand, EuroCave and Foxes Island Wines. I share joint fiscal responsibility.

Foxes Island Wines | July 2010-Present

Managing Consultant | Auckland, New Zealand

Foxes Island is an iconic, premium New Zealand winery with global appeal. I work across all elements of the business to create positive, impactful results in domestic, international and duty-free markets. I structured the direct NZ wholesale distribution with a strong on-premise and independent retail focus. I have developed premium domestic B2B and B2C business, opened an urban Cellar Door with a focus on customer experience and formed a range of collaborations and partnerships. I developed and maintain key export markets and relationships. I work closely with the viticulture and winemaking teams to define and blend wine styles.

Marlborough Oak Imports | July 2010-Present

Import Agent | Auckland, New Zealand

MOI is the NZ importer and distributor of Tonnellerie Dargaud & Jaeglé and Vallaurine, barrel producers in Beaujolais, and the Rhône Valley in France. We work closely with a wide range of NZ wine companies, winemakers and international winemaking consultants to supply their annual French oak barrel requirements. I advise on wood types, barrel styles, and specifications, whilst also assisting in budget planning and general operations.

KBC Global, Director | June 2007-January 2020

Wine & Beverage Marketing | New York, New York, USA

I founded this consultancy to assist wine and beverage companies to develop their brands and improve the opportunity for global market success. The projects ranged from defining company vision and direction to developing new products, branding and marketing strategies aligned with goals. I prepared and strategically advised companies (ex-USA) on entering the U.S. market. I negotiated significant distribution contracts and developed strategy and resource in line with performance goals. Clients ranged from premium and luxury companies to large FMCG brands.

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Work Experience Continued

Domaine Carneros by Taittinger

May 2002-June 2007

Global Sales Director | New York, New York

Responsible for global sales for the premium sparkling wine and pinot noir for Domaine Carneros by Champagne Taittinger. I was hired post 9/11 to re-build and re-invigorate Domaine Carneros' reputation and USA sales. I worked closely with the Kobrand Corporation and the appointed distributors to achieve goals. I developed strategic sales and marketing plans including building profitable export markets and increasing brand awareness and consumer engagement. I regularly interfaced with global press and worked closely with the appointed PR firm. I lead technical, educational trade and press seminars. I worked closely with the GM and winemaking team to develop ranges and styles to maximize opportunities in the market and forecast inventory requirements. I developed and managed annual budgets, sales and marketing strategies. I traveled extensively and worked remotely.

I achieved and exceeded sales and positioning targets over 5 years, increased profitability and left winery in an enviable position, with products allocated and commanding higher price points.

Eberle Winery

April 1999-May 2002

Global Sales Director | Paso Robles, California

I directed global trade sales and marketing programs for the premium 25K case winery in North America and Europe. Opened new and strengthened existing U.S. markets whilst working closely with distributors and U.S. based cruise line brokers. Over 3 years, exceed sales targets on-premise and expanded premium retail positions whilst increasing profitability. Implemented educational and sales programs for all markets. Developed relationships with members of the press to lift winery profile. Engaged in regular formal and informal public speaking events. Worked closely with the California Wine Institute and appointed importers to promote Eberle wines in the U.K. and EU. Developed sales systems and managed wholesale sales and marketing budgets, allocations and inventories.

Rémy Amerique (Rémy Cointreau)

October 1997-March 1999

Regional Manager | Northern California

I managed a portfolio of imported premium and luxury wines and spirits in Northern California including Champagne Krug, Charles Heidsieck and Piper Heidsieck, and the Italian winery, Antinori. The spirits portfolio included Rémy Martin, Cointreau, Don Julio, Macallan, Bunnahabin, Mount Gay, and Galliano. Responsibilities included working with regional distributor management and sales teams to achieve successful and profitable results. Over two years, I became the top California sales manager for Champagne Krug, and launched Piper Heidsieck red label, and Charles Heidsieck blue label. With the roll out of Rémy Martin Extra and VSOP 100mls, I achieved the top California sales performance for the brand. Launching Don Julio tequila was a great success and has since been followed by multiple luxe and celebrity tequila brands. I also managed the top American account for Galliano liqueur.

National Distributing Co. (now RNDC)

June 1994-May 1997

Sales Representative | Denver and Vail, Colorado

I worked as a fine wine sales representative in the Vail Valley and the Denver Metro area representing a portfolio of over 1,000 wineries spanning the value to luxury wine categories. The Denver territory was exclusively off-premise accounts including top key accounts and fine wine specialty stores. The Vail Valley included work with exclusive ski resorts, distinguished hotels, fine dining restaurants and retail accounts. The position emphasized extensive wine knowledge to create profitable wine programs for accounts including waitstaff training and a high level of customer service.