MELISSA L. SMITH

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SUMMARY

Certified Sommelier and CIA trained chef who has spent over two decades in the hospitality industry. A published author and consultant known for cultivating wine lists, orchestrating extraordinary events, and building thriving wine clubs. Duties have included sourcing products, managing and training staff, marketing and social media, team development, and in-home personal cellar management.

EXPERIENCE

Founder
Enotrias, Oakland, CA **2002-Present**
Entrepreneur position including freelance work for print and online publications, restaurant and business consultation, social media and marketing, private cellar management, sommelier, and private chef services. Instructor of wine, sake, spirits, and cocktail seminars for private and corporate events.

Accomplishments

- Clients include Google, Peel, Yahoo, Wells Fargo, Stanford, Steelcase, IBM, appbackr, Gensler, earn, Linked, and several other Fortune 500 companies, VCs, and their executives.
- Developed the SpaceX Culinary internship program; recruited top students.
- Private cellar services include organization, spreadsheets, valuation, facilitating sales, and documents that may be used in litigation.
- MCLE Continuing Education lecturer on the valuation of wine cellars to Northern California Bar Associations.

Domestic Buyer/Online Content
First Growth*, Berkeley, CA **March 2015 - January 2016**
Self starter, responsible for cultivating premiere in stock Domestic wine selection, provide online content, consulting on proactive business solutions.

Accomplishments

- Revitalized and maintained out of date web content.
- Initiated staff wine tasting and training; immediate improvement of staff morale, passion, and knowledge.
- Proactively managed and sourced wines for customers.

Head Sommelier/Sake Buyer/Customer Service and Sales
K&L Wine Merchants, Redwood City, CA **2009-2014**
Areas of expert focus include Bordeaux, Germany, Loire, Alsace, Rhone, French Regional, Domestic, Library Wines, Sake, and Spirits.

Accomplishments

- Experience as the Head Sommelier includes cellar consulting and management, futures buying and facilitating sales of cellars, and selecting wines for over 500 subscribers.
- Buyer trips include visits to Japan, Alsace, Loire, and California properties.
- Regular contributor to monthly newsletter and online blog Uncorked
- Sought after contributor to industry publications.

Import Wine and Sake Specialist
Winequest, San Francisco, CA **2012-Present**
Wine and Sake taste analysis for database consisting of over 200,000 products that are created into the wine lists for major international properties. Customers include, but are not limited to, the Ritz-Carlton, Hyatt, and Ruth's Chris.

Accomplishments

- Designed and implemented the taste analysis program for entire sake category.

PROFESSIONAL CHEF & RESTAURANT EXPERIENCE

Manager, Mythos Restaurant
San Carlos, CA — 2009-2010

Casual fine dining restaurant with emphasis on Greek dishes and Eastern European wines. Opening manager responsible for hiring, training, and consulting. 200 seats

On-Site Manager, Taste Catering
San Francisco, CA — 2003-2009

On site catering chef for Taste and other fine dining catering companies based in the Bay Area. Parties of 5-5,000.

Wine Steward, Triple Creek Ranch
Darby, MT — 2003

Seasonal position included acting as lead server, wine steward, and bartender. In charge of managing wine list inventory, pairings, and presenting wine seminars to existing staff. Relais and Chateaux Property. 50 seats

Line Cook, Four Seasons Hotel
Scottsdale, AZ/Tokyo, Japan — 2001

Fine dining, casual, banquet, and room service outlets responsible for designing menus, specials, training, ordering, and guest relations.

EDUCATION

Culinary Institute of America — Hyde Park, NY
Associates of Occupational Studies — 2000-2002

The Sake Education Council — San Francisco, CA
Certified Sake Professional — 2010

Court of Master Sommeliers — Campbell, CA
Certified Sommelier Certification — 2016

STAGIER

The French Laundry, Yountville, CA — Chef Thomas Keller
Picasso, Las Vegas, NV — Chef Joachim Splichal
The Inn at Little Washington, Washington, VA — Chef Patrick O'Connell

PROJECTS

- **The Enotria Guide** - The world's first iPhone app for wine pronunciation. Released in 2010, featured by SF Weekly, Organic Wine Journal, and other industry publications. Strong sales in both the U.S. and Hong Kong.
- **PopUpEdu** - A series of underground classes (dubbed Home Ec for grown-ups) where the Bay Area's top bartenders, chefs, winemakers, brewers, and craft distillers taught one of a kind classes in secret locations.
- **Published** - Dinosaur, Meatpaper, Sunset Magazine, AfterEllen.com, and 944 magazine.

REFERENCES

Available upon request.