

# EXPORT DIRECTOR WINE

## MSC FOOD SCIENCE / AGRONOMIST - AGROPARISTECH

### SKILLS

- International Wine Trade
- Cross-Cultural Negotiation
- B to B sales
- Agronomic Science
- Multimedia Communications
- Project Management
- Multilingual (4)



### Marion Barral

Date of Birth: 06/12/1980  
Nationality: French  
Châteauneuf du Pape, France

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2012 / Présent **EXPORT DIRECTOR - Château de La Gardine - CHÂTEAUNEUF DU PAPE.**  
1 million bottles/year. Turnover (exports) : 3.5 M€.

- Visiting and developing sales in existing markets. CA multiplied by 4 in the UK and Germany, by 2 in the USA, +46% growth in Canada and **+74% general growth** since 2011.
- **Prospection:** 6 new markets opened: Sweden, Bulgaria, Poland, Taiwan, Vietnam, Colombia. 23 new clients, 5 new listings in Canada (including 2 permanent listings).
- **Brand Development in the US:** Reorganising the distribution, prices and payment terms negotiation, label submission, sales & marketing plan.
- **Trade events:** Vancouver Wine Festival, World Wine Meetings Chicago, Prowein Düsseldorf, Vinexpo Bordeaux & Hong Kong, etc.
- **Marketing & communications:** Samples submissions for journalists, creation of all B2B marketing material, social networks, email campaigns, website & online shop.

2010 / 2011 **SALES EXECUTIVE LONDON - Thorman Hunt & Co ltd - LONDON, UNITED KINGDOM.**  
Wine importer & distributor, on-trade specialists. Portfolio of 140 producers. 12 employees.

- **Developing sales** in London. 12 new accounts. Over £150,000 personal sales.
- **Negotiating** duty-paid, in bond and ex-cellar prices and special offers.
- Organising buying and **customer wine trips** (Loire Valley, Alsace, Rhône, Languedoc, Lebanon).
- **Trade events** and customer tastings: SITT Tastings, Harrods Prestige Tastings, Wholefoods, etc.

2010 **OFFICE & ACCOUNT MANAGER - Dynamic Vines - LONDRES, ROYAUME UNI.**  
Wine importer & distributor, organic & biodynamic. Portfolio of 35 producers. 2 employees.

- Sales and logistics, marketing and communications (pricelist, tasting notes, website, etc.).

2005 / 2009 **COMMUNICATIONS PROJECT MANAGER - Céréopa - PARIS, FRANCE.**  
Consultancy based at AgroParisTech. Economic & Environmental assessment of agro-food systems.

- Environmental strategy and communications consultancy for major agro-food and retail companies (Casino, Mc Donald's, Nouricia, etc.).



## INTERNSHIPS

6 months, 2005

Agro-economist - **CIRAD** (Research Centre for Developing Countries) Juazeiro, BRESIL.

- Research on the economic and environmental impacts of irrigated fruticulture.
- Conception and animation of an educational project about Brazilian agriculture awarded at the international solidarity week: <http://www.marionbarral.com/maonamao/>



3 months, 2004

Business Development Manager - **SECCMO** -Siem Reap, CAMBODGE.

- Economic and technical feasibility study for essential oil production opportunities. €1,000,000 investment project.



## EDUCATION

2002 / 2005

**AGROPARISTECH** (France's Leading University for Food & Environmental Science & Technology).

**Msc - Food Science / Agronomist** (Ingénieur agronome).



2006 / 2007

**ECOLE CENTRALE PARIS.**

CHEE&DD: Professional training course specialising in Sustainable Development Management for enterprises.



2007 / 2008

**TELECOM PARISTECH / INSTITUT NATIONAL DE L'AUDIOVISUEL.**

Advanced Master - Multimedia creation.



2010

**WINE & SPIRITS EDUCATION TRUST**, London, UNITED KINGDOM.

Niveau 3 ("Advanced Certificate").



## LANGUAGES

French Mother tongue

English Fluent

German Fluent (1<sup>st</sup> language at school – 7 years)

Portuguese Fluent

Spanish Conversational



## INTERÊTS

Sports: Running (Médoc Marathon), Mountain Bike, Horse Riding, Hinking.

Voluntary work: Member of of the board of AgroParisTech Alumni's local groups in the Languedoc and Provence.

Photography, Cooking, Multimedia, Reading.

See also: [www.marionbarral.com/blog/](http://www.marionbarral.com/blog/)

References available upon request.