

Marion Barral

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Date of birth: 12/06/1980

Nationality: French

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Agronomist from a wine-producing family in the Languedoc with a proven international profile. Experience and skills in wine sales and marketing, international wine trade, multimedia communications, project management and environmental assessment of agricultural and agro-food chains.

Dedicated to the commercial development of French wines on the international markets.

Work Experience

- Since January 2012 **Export Manager - CHATEAU LA GARDINE** - Châteauneuf du Pape, France.
- August 2010 - December 2011 **Sales Executive London - THORMAN HUNT & CO** - UNITED KINGDOM.
Wine shippers established in 1978 to provide top quality wines from individual French growers to the UK independent wine trade. Portfolio of **140 producers**. National distribution. Team of 12 people.
- Developing sales in London. 28 accounts (including Boisdale, Hix, Angelus, Le Cercle and Daylesford Organics) of which 12 I have established over the past 11 months. Over **£150,000** personal sales.
 - Negotiating duty-paid, in bond and ex-cellar prices and special offers for our customers.
 - Organising buying and customer **wine trips**: 4 days to Lebanon in May with Fortnum & Mason's Wine Buyer and the owner of Boisdale, 4 days in the Languedoc in January, 2 days in the South West of France in April and 3 days in the Rhône in September last year.
 - Participating in major trade events and customer tastings: SITT Tastings, London Wine Fair, Harrods Prestige Tastings, Wholefoods Shop Events, wine dinners, etc.
 - Launching and managing **Thorman Hunt's website**: Preliminary design, budgeting, choosing and liaising with the web agency, updating contents (technical sheets, news section, photos, etc.).
 - Creating bespoke **Sales and Marketing material** for our customers: shelf talkers, tasting sheets, technical sheets, power point presentations, videos and photobooks.
- Jan - July 2010 **Account and Office Manager - DYNAMIC VINES** - UNITED KINGDOM.
Wine importer selling organic and biodynamic wines to over 70 top London restaurants. Company created four years ago by a sommelier. 35 producers from France, Spain, Italy, Austria and Chile.
My responsibilities included:
- Sales and logistics: placing client's orders, organising deliveries with London City Bond, client invoicing, managing stocks and placing orders.
 - Organising wine trips for sommeliers (Murano, Le Cercle, Club Gascon, etc.).
 - Organising logistics for Dynamic Vines' Annual Tasting with more than 300 visitors over 2 days culminating in a private tasting at the private residence of the French Ambassador.
 - Editing a quarterly newsletter sent to more than 1,000 sommeliers.
- Oct 2005 - Dec 2009 **Communications Project Manager - CEREOPA** - FRANCE/ UNITED KINGDOM.
Leading consultancy based at AgroParisTech University, Paris. High expertise in economic and environmental assessment of agro-food systems.
- Environmental strategy consultancy for major agro-food and retail companies (Casino, Mc Donald's, Nouricia, etc.).
 - Mission for the "Grignon Energie Positive" programme: 20% reduction in greenhouse gas emissions at the Grignon farm near Paris.
 - Creation of an educational game, from initial design through to manufacture and distribution. More than 3,000 copies sold to retailers (Casino), cooperatives (Terrena) and schools.
 - Design, development and maintenance of a leading website on agriculture and climate change available in both French and English. 3,000 visitors/month on average.

Education

- March-June 2010 **Wine & Spirit Education Trust - Advanced Certificate** - LONDON.
Training at one of Europe's most prestigious organisations for professionals working in the wine and spirits industry.
- 2006-2007 **Professional training course** specialising in corporate sustainable development - PARIS.
CHEE&DD Ecole Centrale: Professional organisation providing high environmental expertise and training for leading managers.
Studied corporate social responsibility, environmental law and politics, environmental sociology, climate change and global governance.
- 2002-2005 **Master of Science** in Environmental and Food Sciences - PARIS.
AgroParisTech: Paris Institute of Technology for Life, Food and Environmental Sciences.
Studied environmental economics, crop and livestock production, nutritional sciences, quality and process optimization in the agro-food industries, oenology, global trading of agricultural products.

Internships and summer work

- March - July 2005 **Agro-economist** - BRAZIL.
CIRAD: French institute for agronomic research in developing countries.
 - Economic and environmental analysis of an irrigated fruticulture project.
- July - August 2004 **Business Development Manager** - CAMBODIA.
SECCMO: Investment company, social and environmental projects.
 - Economic and technical feasibility study for essential oil production opportunities. €1,000,000 investment project.
- 1998 - 2005 Seasonal work at Château de Lunas (Michelin guide restaurant - Languedoc).
- 1992 - 1998 Grape harvest in the family vineyard (Languedoc).

Languages and other skills

- Languages
- **French**: Mother tongue.
 - **English**: Fluent (lived 3 years in the UK, TOEIC Test: 930/1000 points).
 - **German**: Professional (learnt during 7 years).
 - **Portuguese**: Professional (lived 6 months in Brazil).
 - **Spanish**: Conversational.
- IT skills
- Specialist wine and spirits management programmes (Vintner software).
 - Web development: Html/css, php, javascript, flash, content management systems (Drupal, Spip, Joomla, Wordpress, wikis).
 - Multimedia creation: Video and photo editing (Adobe Photoshop and Premiere).
- Sports
- Jogging, mountain biking, horse riding, hiking.
- Interests
- Oenology, cooking (Mediterranean cuisine), photography.
 - Favourite literature: The Alchemist (P. Coelho), 1984 (G. Orwell), Notre Dame de Paris (V. Hugo), Terre de Vins, Harpers, Alternatives Economiques, TerraEco.
 - Favourite blogs and websites: Jancis Robinson, the Wine Spectator podcasts, Miss Glouglou, Rosemary George's Taste Languedoc, Fiona Beckett's Matching Food and Wine, The British Larder.

References available upon request.