

Michael DEFRANCE
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Date of Birth :19 avril 1982

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Driver's License

Wines & spirits export assistant

>**Objectives** : develop international sales.

>**Experience** : viticulture & oenology and sales

>**Qualities** : Versatile, open-minded, passionate about wines

Languages

English :

Spoken : able to lead a wine tasting

Written : able to understand and write documents about wine.

Wine Set II in progress

Several trips in USA, UK

German :

Beginner level

Software

Advanced in **Word, Excel and Powerpoint.**

Hobbies

Passion for cooking and wine tasting

EDUCATION

- **Bachelor's Degree in International Trade of Wines and Spirits**
2014/2015 : UFR de Reims – France (University of Sciences)
(Organization of an auction sales of wines)
- **Vocational training in Viticulture and Oenology** work-based training
2014 : CFPPA de Rouffach (France – alsace)
- **Professional trade negotiator Degree :**
2013 : Assessment of acquired experience
- **Vocational training sales representative (level)**
2004 : Private school in Mulhouse (France – Alsace)

PROFESSIONAL EXPERIENCES

Wine trade :

- Internship - **Champagne La maison Penet** in Verzy (France – Marne)
October 2014 – 27 February 2015 : Sales development on German market - Phoning in English and German – Writing newsletters
- Internship - **Domaine Agapé** in Riquewihr (France – Alsace)
September 2013 – April 2014 - Wine tasting with foreigners customers (in English and German) - On-Trade Sales development

Viticulture Oenologie :

- Internship – **Domaine Bott Geyl** in Beblenheim and domaine **Meyer Fonné** in Katzenthal (France – Alsace)
February 2013 to June 2013 + April 2014 to June 2014 - Work in cellar and vineyard

Large Retail :

- Sales representative for Ham and paté - **Madrange** : for the East of France
December 2009 to October 2012 – 130 clients in east of France 4 regions
Merchandising - Negotiating - Regular reporting – Sales development
- Wine and Spirits supplier in a warehouse - **Scapalsace** (France – Colmar)
April 2007 to July 2009
Goods management – Ordering goods – Solving transport/order issues
Organization of wine fairs and events (selection of products, tasting)
- Sales representative for a cheese brand - **Entremont** – same as **Madrange**
June 2006 to April 2007