



Ian Blackburn

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Founder, LearnAboutWine.com, Los Angeles, California

January, 1995-Present

* What started as a hobby and grew, and grew and in 2005 took it to the next level. For years, I hosted over 100 events/classes a year in Southern California and have a solid brand, trade reputation and high consumer approval rating. I enjoy working, being productive and collaborating – I unite people, efforts and energies and continue to innovate new programs, concepts and a unique approach to market.

Team Player, Kobrand Corporation, New York

State Manager, Hawaiian Islands and Southern California

Educational Contact for West Coast Markets – Jadot & Taittinger Regional Ambassador

October 1999-December 2005

- Regional sales activities of multi-national Kobrand wine portfolio; engaged distributor to surpass established sales goals; negotiated incentives; remained distributors number one priority; Educational Ambassador for International Portfolio. Assisted Supplier relations with programming, approach to market, pricing, research, training and events.

Regional Sales Manager, Heck Estates, Sonoma, CA

October 1997-October 1999

- Used education as a way to improve sales and customer loyalty. Grew sales 50% in two years in non-traditional channels. Managed sales efforts for wine portfolio of Kenwood, Valley of the Moon and Lake Sonoma. Very involved in approach to market, pricing, strategy and programming.

Wine Specialist/Territory Sales, Young's Market, Los Angeles, CA

January 1995-October 1997

- Represented large, multi-national wine portfolio, working directly with both on and off premise accounts. Was leading salesperson in division and won awards, promotions, and improved accounts with my performance.

Education:

- Institute of The Masters of Wine, London England 2008-Current

- (Sat in June/ 1st attempt)

- CSW: Society of Wine Educators

- California Polytechnic University, Pomona, CA June 1991

Bachelors of Science, Hotel and Restaurant Management

James Collins Center for Hospitality Management – Alumnus of the Year – 2008

Other Accomplishments:

Vintner: Beekeeper Cellars – an award winning Zinfandel (Owned by my Family)

Author: The Pleasure of Wine – Wiley Publications 2002

Interests: Travel, culture, history, social media, fashion, stock market and sports.