

Victoria E. Stagmer

7864 Outing Avenue Pasadena, MD 21122 410.269.3945

victoria@victoriasfancyfoods.com

Professional Experience

Magothy Wines & Spirits, Severna Park, MD

April 2017 – January 2019

Assistant General Manager / Wine Sales Consultant

- Start business from ground zero, build to \$2M in sales first full year
- Oversee and train staff of 10, manage floor, opening/closing procedures
- Wine advice, excellent customer service
- Conduct weekly in store tastings
- Inventory management, ordering, receiving
- Social media, website management, networking, marketing, advertising

The Cellars at Harris Teeter, Baltimore, MD

September 2016 – January 2017

Wine Sales Consultant

- Wine advice, excellent customer service
- Inventory control, receiving, stocking
- Opening/closing procedures

Victoria's Fancy Foods, LLC, Severna Park, MD

2008 – July 2016

Proprietor

- Created, opened, and operated independent clean food & craft wine shop in Severna Park, Maryland
- Managed all facets of the daily business operations of purchasing, merchandising and sales
- Developed and executed marketing and networking to create awareness of shop
- Daily bookkeeping utilizing Quick Books
- Developed, marketed and executed:
 - **Winespeak for Women**, a monthly educational wine tasting for women to learn all aspects of wine purchasing and consumption
 - **The Chocolate Olympics**, an annual amateur chocolate dessert making contest with proceeds benefiting a local charity
 - **The Severna Park Indoor Winter Farmers Market**
 - **Severna Park CSA Program**, working with seven local farms to sell their products
 - Food and wine pairings/tastings/ classes on regular basis

Wines Limited, LLC, Baltimore, MD

2000 – 2008

Maryland Sales Manager

- Built and managed a quality, wine knowledgeable sales team of 10
- Organized and conducted weekly sales meeting with staff to advance knowledge of portfolio
- Worked closely with suppliers to create and achieve their sales goals
- Acquired new brands through quality, well planned presentations and research
- Called on key accounts personally and establish solid relationships
- Maintained inventory of scores of key suppliers
- Conducted all sales staff training in the field
- Developed and provided training to restaurant client staff with well-planned sales meetings

Credits:

- Graduate of Barry Green's School of Wine, Baltimore, Maryland, as **Certified Wine Specialist**, 1986
- Three years apprenticeship with **Robert Pecota Winery** in Napa Valley, California during harvest and crush, 1993, 1994, 1995
- Produced the first wine list in Maryland to be recognized by **The Wine Spectator Award of Excellence**
- Numerous sales and management training seminars, ex: Dun & Bradstreet, Fred Pryor's "How to Supervise People", etc.
- Extensive travel to wine regions – California, France, Italy, Spain, Australia, Austria
- Developed **The Baltimore Orioles 50th Anniversary Special Bottling of Cabernet Sauvignon**, 1,500 cases, from start to finish, working very closely with the Orioles, Label Designers, Wineries and Federal Label Approval, executed sales of same
- Created, bottled and sold wine under my own label, **Victoria Gewurztraminer**, 400 cases each vintage 1993, 1994 –which received **87 Points Robert Parker, Jr., The Wine Advocate**

References:

Mrs. Patricia Klein, Mama's Apron Strings, Arnold, MD. 410.218.6704, Previous Vendor

Mrs. Aida Keehner, Atruent Solutions, Millersville, MD. 410.977.6352, Previous Client and Business Associate

Mr. A.J. Ramsey, Bacchus Importers, Baltimore, MD. 410.925.7516, Previous Vendor

Mr. Jeff Bauer, Magothy Wine & Spirits, Severna Park, MD. 443.465.2379, Former Co-Worker

Mr. Brian Sanders, Republic National Distributing, Baltimore, MD. 410.562.5173, Former Co- Worker