

Marnie Old

1326 S. 16th St. • Philadelphia, PA • 19146
215.837.7207 • MeetMarnieOld.com • marnieold@outlook.com

SUMMARY

Gifted educator with intelligence, integrity, charisma and vision
World-class sommelier and drinks author with a dynamic stage presence
Nationally-recognized expert in content marketing of wine and beer
Articulate storyteller specializing in visual communication and information design
Skilled manager with proven leadership and crisis management skills

MOST RECENT EMPLOYMENT – BOISSET COLLECTION

Oct. 2018
to Apr. 2025

DIRECTOR OF VINLIGHTENMENT

At Boisset Collection, Marnie's mission was to help create the most passionate, inspiring and inclusive wine community in the world by serving as spokesperson and sommelier for the company's innovative direct selling channel, known as their Ambassador program.

Created by one of the most creative vintners on earth, Jean-Charles Boisset, this program was a non-traditional mini-start-up focused on direct-to-consumer sales that was nested within a traditional family-owned wine company based in Burgundy, France and Napa Valley. This experimental "relationship sales" project's structure combined key elements of word-of-mouth marketing, network marketing, multi-level marketing and content marketing to build a nationwide network of over 1,200 "Boisset Ambassadors".

Marnie's responsibilities included:

- Training Ambassadors to be wine experts, social media influencers, personal shoppers and wine concierges in their local communities, organizing wine tastings, enrolling club members and earning commissions for facilitating sales.
- Managing inventory planning for this program's ecommerce website as if it were a restaurant wine list, including the design and implementation of Boisset's Spectrum of Style, a color-coded wine navigation system.
- Serving as the marketing director, spokesperson and creative lead for the program in driving its enviable level of social media engagement, as well as promoting Boisset's range of brands.
- Supporting Boisset Collection's teams in other channels.

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ENTREPRENEURIAL ACCOMPLISHMENTS – OLD WINES LLC

Oct. 2001
to present

WINE, BEER, SPIRITS & SERVICE TRAINING

Instruction and curriculum development for culinary, hospitality and continuing education programs:

Astor Center, New York, NY

Lead Instructor for consumer-oriented wine classes 2008-2012

French Culinary Institute / International Culinary Center, New York, NY

Director of Wine Studies 2006 – 2008, Lead Wine Instructor 2002 – 2006,

Wine Instructor 1998 – 2002 for culinary programs and continuing

education programs under Dean of Wine Studies Andrea Immer Robinson

University of Delaware / Department of Hotel, Restaurant and Institutional Management, Newark, DE

Created 'Wine Online', a comprehensive 4-part introduction to wine in multimedia long-distance learning format 2005-2006

The Restaurant School at Walnut Hill College, Philadelphia, PA

Lead beverage instructor for culinary programs 2001 - 2004

WINE EDUCATION & EXPERT SPEAKING

Sought-after expert speaker for trade and consumer audiences. Includes high-profile expert role for national-level consumer events, such as the Food & Wine Classic in Aspen, as well as in-depth trade and media-focused presentations for trade association and importer clients, such as Wines from Spain's Great Match seminars on Spanish wine appellations and sparkling wine seminars for Pernod-Ricard sales teams. Corporate entertainer and event planner for high-level clients such as AT&T, SAP, JP Morgan Chase and Wells Fargo. Founder of Philly's popular Bierfest, in collaboration with 3 non-profit beneficiaries.

BEVERAGE MARKETING SERVICES

Multi-disciplinary advisory services for government agencies and private business clients, such as the Pennsylvania Liquor Control Board [PLCB], Spanish Trade Commission [ICEX] and the Boisset Collection, including:

Marketing events targeting consumer, trade and media audiences

Development of cutting-edge 'train the trainer' programs

Beverage promotions for both on and off premise execution

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WINE & BEER WRITING & VIDEO PRODUCTION

Author of 4 award-winning books on drinks:

- Wine: A Tasting Course [2013/DK – expanded 2nd edition 2021],
Nominee – IACP 2015 Cookbook Awards
"Food & Beverage/Reference/Technical" Category
Winner – Gourmand Cookbook Awards 2015
"Best Drinks Education Book – USA"
- Wine Simplified [2012/Inkling & Open Air Publishing],
Winner – Digital Book World 2013 Publishing Innovation Awards
"Best Non-Fiction App"
- Wine Secrets [2009/Quirk Books],
- He Said Beer, She Said Wine with co-author Sam Calagione [2008/DK]

Wine & Spirits Columnist – Philadelphia Daily News [2010 to present]

Contributing Editor – Sommelier Journal [2008 – 2013]

Online Video Host & Producer – Philly.com 'Philly Uncorked' [2008 – 2010]

Wine & Spirits Columnist – Philadelphia Magazine [2002 to 2008]

Contributing Editor – Santé Magazine [2003 – 2011]

Freelance Contributor for publications such as: Fine Cooking Magazine, Gayot.com, Taste Magazine, Arrive Magazine, All About Beer Magazine.

RESTAURANT CONSULTING & BEVERAGE PROGRAM DESIGN

Specialist in creative beverage programming, menu design and staff training. Known for concise and efficient beverage programs that engage and empower both staff and consumers.

New Beverage Programs / Concepting, Design & Launch:

Philadelphia - Parc, Bar Ferdinand, Ansill, Stella, Angelina, Striped Bass
[2004 relaunch, named one of Food & Wine's 'Best New Wine Lists']

Existing Beverage Programs / Performance Analysis & Renovation:

Philadelphia - Continental Midtown, Talula's Garden, POD, Buddakan
Elsewhere - Morimoto [NYC], Steak 954 [Fort Lauderdale]

RETAIL WINE OPERATIONS & CRISIS MANAGEMENT SERVICES

Managed experimental 'wine boutique' for the PLCB, including product selection, merchandising, inventory management, staff training, public relations, brand messaging and resolution of interdepartmental conflict at Garces Trading Co. location / Store 5148

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PROFESSIONAL ACCREDITATIONS

Court of Master Sommeliers Level III Advanced Certificate (4/01)

Wine and Spirit Education Trust Level III Advanced Certificate (8/01)

Consejo Regulador del Vinos de Jerez
Sherry Wine Educator Certificate (6/05)

Coalition of New York Career Schools Certificates in Occupational Instruction, Advanced Class Management, and Classroom Communication for Adult Learners (3/04)

PRIOR EMPLOYMENT HISTORY

Oct. 1996 to
Oct. 2001

MEAL TICKET INC. - Executive Beverage Director

Responsible for all beverage decisions for Striped Bass, Rouge, Bleu Fishmarket and Avenue B restaurants. Critically-acclaimed wine lists, including Avenue B – one of Food & Wine Magazine's 'Best New Wine Lists'.

As PA's #1 fine wine buyer for 5 years, managed annual beverage budget of over \$1.5 million, with over \$4 million in annual gross beverage revenue. Developed and implemented innovative multi-property systems for in-house beverage variance reporting and inventory management that significantly reduced waste. Designed and maintained complex custom beverage menu and POS database setup protocols.

Managed a full-time beverage staff of 4, comprising two fine dining sommeliers, a beverage administrator and a purchasing agent. Built and maintained a successful wine apprenticeship program for staff interested in beverage careers.

Responsible for all front of house server and bartender training for multi-unit restaurant group. Co-wrote a comprehensive service manual, and served as the company's motivational leadership figure.

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Coalition of New York Career Schools Certificates in Occupational Instruction, Advanced Classroom Management, and Classroom Communication for Adult Learners (3/04)

EDUCATION

COMMUNITY COLLEGE OF PHILADELPHIA 1988-1990

Completed 2 ambitious year-long advanced multi-disciplinary programs – TOP, or Transfer-Opportunities Program, and Honors Program – with 4.0 GPA.

TEMPLE UNIVERSITY 1990-1992

Completed additional courses in diverse subjects after transfer, including linguistics and geology, but did not complete a degree program

PROFESSIONAL MEMBERSHIPS

American Sommelier Association 1997 - 2001

Founding education chair and board member of a national, non-profit organization dedicated to supporting the role of the American sommelier, affiliated with the Association de la Sommellerie Internationale.

PLCB Wine & Spirits Advisory Council 2006 – 2012

Founding member of this volunteer stakeholder council. After 2 terms, stepped back as voting member to serve as paid WSAC coordinator, organizing the group's activities, agenda and follow-up on member issues.

Sommelier Journal Advisory Board 2009-2013

Advisory services and editorial direction for a leading trade publication.

ADDITIONAL SKILLS

Bilingual / Fluent in French