

LAURA DePASQUALE, M.S.
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PROFESSIONAL

Palm Bay International (March 2001 – present)

Corporate Headquarters Port Washington, NY & Boca Raton, FL

Palm Bay International is the largest Italian wine importer exclusively representing 80+ international wine and boutique spirit brands from 10 different countries and distributed in all 50 states, the Caribbean and Mexico.

Vice President Fine Wine (December 2007 – present)

- Member of Executive Management effecting all business decisions
- Recruitment and Development of all sales management personnel 150+
- Lead & Implemented company wide reorganization into 2 separate selling divisions: Quantum & Genesis Estates
- Winery & brand acquisition and development through all phases
- Direct top to top business reviews with 75+ wholesale networks nationally
- Goal negotiations from supplier throughout field of sales managers
- Price structure & profitability execution by brand throughout field

National Fine Wine Sales Director (January 2003 – December 2007)

- Oversee all aspects of sales, marketing, wholesale network, P/L, distribution, brand management of 51+ brands designated “Fine Wine”
- Manage and Develop team of 16+ designated Fine Wine Managers throughout U.S.
- Manage and assist 75+ Area, Regional and Division Managers throughout U.S. on Fine Wine Brands
- Average growth 40%+ 2003, 45%+ 2004, 55% 2005, 40% 2006
- Promoted to VP 2007

Florida Fine Wine Sales Manager (March 2001-January 2003)

- Managed all aspects of Fine Wine portfolio, 3 distributors, 1 broker for state of Florida
- Responsible for 100% growth 2001 and 110% growth for 2002
- Promoted to National Fine Wine Sales Director

Sommelier, Norman’s Restaurant, Coral Gables, FL (1996-2001)

- Responsible for all aspects of beverage service, selection, inventory, cost control, staff education for prestigious, fine dining established owned by celebrity chef Norman Van Aken. Winner of Award of Excellence, Wine Spectator, Best Wine Program of the Southeast, Sante Magazine and Best Cooking with Wine, Sante Magazine

Director of Education, Bakehouse Children's Art Program, Miami, FL (1995-2000)

- Responsible for grantwriting, fundraising, curriculum design, recruiting and teacher training, developing community partnerships and teaching art to children-at-risk throughout Dade County. Partnerships included Dade County Art in Public Places, Miami Bridge, Little Haiti Housing Authority, Allapatah, Liberty City, Wynwood & Little Haiti Neighborhood Service Centers. Awards included Presidents Council for the Arts, "Growing Up Taller," Knight-Ridder Foundation and Fifty Over Fifty.

EDUCATION

Master Sommelier Diploma, Master Court of Sommeliers, London, UK 2004
Advanced Sommelier, Master Court of Sommeliers, Chicago, IL 2001
Florida Individual Visual Arts Fellowship, Drawing, 1996
Graduate Course Work, Visual Arts, SUNY Purchase 1990-1992
B.A. Journalism, The American University, Washington, DC 1984

RELEVANT BOARD OF DIRECTORS

Society of Wine Educators, Washington DC, Board of Education 2005, 06
United States Sommelier Association, Florida Chapter 2003 - 2005

UNIVERSITY AND GUILD EDUCATOR EXPERIENCE

Florida International University School of Hospitality and Tourism, Adjunct Professor, Wine Technology, 2005-present
Court of Master Sommeliers, USA Lecturer and Examiner for Intro Level 2005 thru present
Court of Master Sommeliers, USA Examiner Certified Level, 2006 thru present
Court of Master Sommeliers, USA Lecturer & Examiner Advanced Level 2006 thru present
Court of Master Sommeliers, USA Examiner Master Level, 2007 thru present
SOBE Food & Wine Festival, Aspen Food & Wine Festival, Copia, SWE

FEATURED LECTURES & SEMINARS

- "A Tour of Tuscany" South Beach Food & Wine Festival 2009
- "Southern Italian Chic" New York Food & Wine 2008
- "How to Taste Wine Like a Master" South Beach Food & Wine Festival 2005, 2006, 2007, 2008, 2009; Boston Wine Expo 2007; Tampa Bay Food & Wine Festival 2006
- "Ancient Varietals Reborn" Sante Restaurant Symposium 2008
- "Bertani Amarone Vertical" South Beach Food & Wine 2008, Boston Wine Expo 2006

- “The Best Italian Wines You’ve Never Heard Of” South Beach Food & Wine 2007, Tampa Bay Food & Wine 2007, Boston Wine Expo 2006, Sante Restaurant Symposium 2007
- “The New Developments in Chile & Argentina” Society of Wine Educators 2007
- “Indigenous Varietals of Italy” Sante Restaurant Symposium 2006
- “Aspen Unoaked” Aspen Food & Wine 2006
- “The Regions of Barolo – In Detail” Society of Wine Educators Conference 2006
- “The New German Wine Laws” Society of Wine Educators 2006

PRESS

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