

# Staci Greka, CSW

## WSET Level 3

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\*\*\*CURRENTLY IN SW ONTARIO\*\*\*

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### PROFESSIONAL EXPERIENCE

#### Planned Career Break - Relocation

July 2023 - Present

- Intentional pause to relocate back to SW Ontario

#### Manager Client Success, Burnaby, British Columbia, Canada

Drinx Logistics (a division of 18 Wheels), April 2023 – July 2023

- Provided initial information on rates and service packages
- Supported the visibility and relationship building within the beverage alcohol industry
- Monitored the onboarding process

#### Business Development Coordinator, Burnaby, British Columbia, Canada

Southern Glazers Wine and Spirits, September 2022 – March 2023

- Registered, listed, and updated products
- Maintained and executed all things related to the operations of the office
- Coordinated the production of marketing materials and price books
- Prepared applications for submission to the BCLDB

#### Sales and Marketing Manager, Salt Spring Island, British Columbia, Canada

Ciderworks, May 2022 – July 2022

- Conducted tastings with beverage alcohol purchasers
- Managed a small staff in the tasting room
- Developed new relationships with business decision makers

#### Harvest Volunteer, Staffolo, Ancona, Marche, Italy

Azienda Agricola Antonio Failoni, September 2021 – November 2021

- Harvested, bottled, and shipped multiple cases to North America
- Attended various wine conferences and connected with winemakers
- Cooked daily meals for the winemaker and the vineyard crew

#### Independent Representative and Consultant, Windsor, Ontario, Canada

Staci Greka, CSW, June 2021 – August 2021

- Presented a diverse portfolio of EPIC products – 14 wines, 5 beers, and 9 assorted spirits.
- Acquired 8 licensees (combined new and past clients) over a 1-month period during the pandemic
- Coached a winemaker in preparation for an online tasting event

#### Outside Sales Representative, Harrow, Ontario, Canada

Sprucewood Shores Estate Winery, August 2020 – December 2020 (laid off due to COVID)

- Conducted tastings with wine purchasers (sommeliers, restaurateurs, owners, bar managers)
- Generated \$25,000 in sales over a 4-month period during the pandemic
- Secured 28 licensees (a combination of new and inactive businesses) over a 4-month period

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**Executive Assistant**, Detroit, MI

McKinsey & Company, September 2006 – April 2020

- Handled confidential clients and resolved issues within 24 hours
- Navigated people at all levels
- Streamlined the review and promotion process for lower-tenured colleagues
- Organized complex travel via Concur

**Department Administrator – Behavioral Sciences**, Dearborn, MI

University of Michigan - Dearborn, December 2004 – September 2006

- Supervised and trained three office support staff members
  - Coordinated recruitment process
  - Maintained the calendar for the department head
  - Identified missing funds in the department budgets
  - Won “Best New Staff Member” award after only being with the university for 3 months
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**EDUCATION, DESIGNATIONS, CERTIFICATIONS, SEMINARS**

**Education**

**B.S. Administrative Management**, Eastern Michigan University

**Certifications**

Certified Specialist of Wine – Society of Wine Educators | WSET Level 3 with Distinction | Ontario Wine Certified with Distinction (Brock University) | WSET Sake - Level 1 | French Wine Professional, Business of Wine, and Sommelier (Level 1) – all Fine Vintage by James Cluer | Wines of Portugal Academy – Level 1 | Wine Council of Ontario (Wine Rack) | Certified Master Wine Taster – Niagara College | “Discovering Italian Wine” course (Italian Wine Central) | Food and Beverage Management (Coursera) | Certified Cider Professional (American Cider Association)

**Seminars and Internships**

**The Vintner Project, New York City (assisted the EIC, 3-month assignment)**, remote – February 2021  
**Importing Wine, Beer, and Spirits for Pleasure and Profit**, Toronto (remote) – November 2020