

Objective

Translate strategy, leadership, marketing, technology and interpersonal skills refined during successful career solving global market, technology and business problems into a contributing role within a wine industry organization by exploiting progressive technologies and social media marketing strategies

Profile

Motivated and personable business professional with experience solving market and business problems facing global institutions via innovative solutions and services. Excellent communicator comfortable with executive management and audiences of all levels in a small business or global enterprise setting and able to maintain poise under pressure. Competent with demonstrated ability to communicate organizational message

Skills Summary

- ◆ Promotion & Marketing
- ◆ Business Development
- ◆ Social Media Marketing
- ◆ Team Building
- ◆ Product/Project Management
- ◆ Web and Data Analytics
- ◆ Technical & Journalistic Writing
- ◆ Market Research & Analysis
- ◆ Leadership/ Management

Professional Experience

Marketing/Writing/ Brand

- ◆ Developed a personal brand as a wine and digital marketer via a strategy that utilizes web blog and social media channels to educate, inform, promote and drive traffic across platforms (<http://www.winetonite.com>)
- ◆ Hosted the global Pinot Noir Twitter tasting and local tweetup (<http://pinotnoir.eventbrite.com>) at venue with 80 on-premise attendees and promoting special guest, Andrea Robinson. Over 50 wineries and 323 unique tweeters worldwide contributing to 2,073 mentions during the 2-hour event (<http://bit.ly/PinotStats>)
- ◆ Co-hosted St. Supery Winery Tweetup (<http://atlwineschool.eventbrite.com>) entertaining 30 on-premise attendees and several hundred more virtually via live Ustream video feed and Twitter
- ◆ Published and featured works:
 - Winebusiness.com and Foodista.com: “[Cardinale Joins the 100 Point Club](http://bit.ly/Cardinale100)” (<http://bit.ly/Cardinale100>)
 - PalatePress.com: “Yeast: From Behind the Scenes to the Spotlight” (<http://bit.ly/WineYeast>)
 - PalatePress.com: “California Wine Country’s War on Terroir” (<http://bit.ly/aspYlh>)
 - Helium.com: “How to choose a great inexpensive red wine” (<http://bit.ly/CheapWine>)
- ◆ Wine industry social media marketer endorsed by VinTank, digital think tank for the wine industry (<http://bit.ly/VinTankEd>)
- ◆ Extanz.com Top 12 most influential wine blogger
- ◆ PostRank.com Top 20 wine site (of 555 wine feeds)
- ◆ Wefollow.com #24 (of 278) most influential wine blogger on Twitter
- ◆ Alawine.com Top 100 Wine Blog and Wine Blogger on Twitter
- ◆ Presentation, video, photography, and online social media skills

Social media Technology

- ◆ LinkedIn www.linkedin.com/in/edthralls since 2005
- ◆ YouTube www.youtube.com/user/winetonite 2006
- ◆ FaceBook www.facebook.com/ed.thralls 2007
- ◆ Wordpress www.winetonite.com 2008
- ◆ FaceBook fan www.facebook.com/WineTonight 2009
- ◆ Twitter www.twitter.com/winetonite 2009
- ◆ Other: Ustream, Friendfeed, Foursquare, Gowalla, Google Buzz, Brightkite and more
- ◆ Analytics: Bit.ly, Google Analytics, HubSpot, Technorati, Twitalyzer, Tweetstats, Klout and more

Professional Experience, continued

Strategy/Leadership

- ◆ Consulted for Atlanta Wine School and Montaluce Winery & Estates to coach social media strategies

- ◆ Executed social media strategy for Murphy Goode job search resulting in Top 50 candidate selection from 2,000+ entries (bit.ly/li9rQ) resulting in 4,000 video views, 400% blog visitor growth and 1,300% Twitter follower growth in first 5 weeks of campaign
- ◆ Directed overall success of Risk, Budgeting, Planning and Profitability product lines and extensions at Fiserv (NASDAQ: FISV) responsible for \$30 million in annual revenue from P&L perspective, defining and communicating strategic path from cradle to grave - ideation, feasibility analysis, development, launch, marketing, sales and support
- ◆ Led project team for DataScan Technologies to develop requirements and best practices for Nissan Japan's first finance business in China partnering with Dong Feng Automotive company
- ◆ Executed project transferring existing product line to Fiserv business unit positioned in CRM disciplines and platform upon which to launch and deliver customer profitability solutions. Transfer improved customer service and operating profits by more than \$2 million over 3 years
- ◆ Developed and executed proposal for outsourced development strategy partnering with off-shore development team for maintenance of legacy products saving \$2.5 million annually
- ◆ Extensive personnel management experience including peak of 68 employee division including 30 off-shore staff in India
- ◆ Published in American Banker: "Payoff for Customer Profitability Analysis" (<http://bit.ly/AmBanker>)

Employment History

Holdredge Wines, Healdsburg, CA

Harvest Intern, September 2010 to Present

Wine Tonite!, Atlanta, GA

Founder/Social Media Marketer, 2008 to Present

Risk & Compliance at FISERV (NASDAQ: FISV), Norcross, GA

Director, Product Development, 2006 to June 2010

DataScan technologies - Alpharetta, GA

Director, Product Management, 2005 to 2006

Director, Product Design, 2003 to 2005

Manager, Business Analysts, 2000 to 2003

Senior Business Analyst, 1998 to 2000

Additional work experience - Upon Request

Education

University of California-Davis - DAVIS, CA

Winemaking Certificate Program, 2010

Society of wine educators - ATLANTA, GA

Certified Specialist of Wine (CSW), 2009

Georgia State University - ATLANTA, GA

Masters of Business Administration (MBA), 2005

University of Florida - GAINESVILLE, FL

B.S. Business Administration, 1992