

LAURIANN GREENE

Philadelphia, PA | 267-265-9623 | laurianngreene@gmail.com | LinkedIn.com/in/laurianngreene

SUMMARY

Established business leader with 20+ years of experience, specialized in creating new programs, motivating teams, problem-solving, and administrative excellence. Achieved consistent success in high-touch customer service, sales, multitasking under pressure, and complex project management. Advanced expertise in operations and logistics, and highly organized with meticulous attention to detail. Proven record of success using advanced interpersonal abilities, skilled and effective communication, and maintaining the highest standards in all endeavors. Past entrepreneur now happy to work in a corporate setting.

COMPETENCIES

- Expert Problem-Solver
- Skilled Communicator /Writer with EQ
- Able to multitask under pressure
- Superior Customer Service
- Proactive Self-Starter
- Confident and Effective Manager

NOTE: Early in my career I was a professional classical musician and music production administrator, and also worked in tech at Microsoft and Getty Images.

EXPERIENCE

SALES BUSINESS DEVELOPMENT and BUSINESS CONSULTANT (Freelance)

WINE SCHOLAR TRAVELS

5/20/20 – Present

Working with one of the two top international wine education companies with 12 employees, specialized in wine education and European wine tours for wine students and professionals.

- Consulted with new division, Wine Scholar Travels (WST), to train their team how to operate tours.
- As a result, WST created gross sales of approximately \$800k in first (2022) season of 9 tours.
- Using expert relationship building and business development skills, secured three exclusive private member clubs and wine societies to plan tours with WST. Currently in talks with others, with potential to produce \$300k-\$500k per year in income for WST from private tours for years to come.

PRESIDENT/OWNER/PROGRAM MANAGER

TERROIR WINE SERVICES

9/2012 – 5/2020

Exclusive tour operator for Wine Scholar Guild (WSG) luxury wine tours in France, Italy, and Spain.

This business ceased in May 2020 due to COVID pandemic, with 10 sold-out tours ready to operate.

- Used business acumen and experience to create the tour program and act as program manager for 10-12 complex tours/events yearly in Europe for groups of 15 to 25 CEO's and other VIP's. Handled all logistics, customer service, business development, fiscal management, multitasking in a high-pressure environment, team supervision, risk management, and administration.
- Built an innovative wine tours program and grew gross sales from zero to nearly \$1 million in 6 years. By using superior strategic planning and operations skills, improving marketing techniques, and developing new revenue sources, increased sales by at least 15% year over year.
- Found the best vendors, negotiated contracts, hired and managed a team of world-renowned wine subject matter experts, tour managers, and other important collaborators in France, Italy, and Spain.

- Developed all processes, budgeting, invoicing, and customer record management systems. Ensured that team met all deadlines, and all deliverables were on time and skillfully accomplished.
- Strong sales and customer service skills grew client loyalty and generated a high number of repeat clients, leading to sold-out tours each year, often within 2 weeks of publishing them.

PRESIDENT/PUBLISHER/AUTHOR

BODY OF WORK BOOKS

4/2007 – 8/2012

Publisher and co-author of the best-selling textbook "Save Your Hands! Injury Prevention and Ergonomics for Manual Therapists, 2nd Edition," with Richard Goggins, CEP, LMP. "Save Your Hands! 1st edition" was the first book on this subject, making the author a well-known subject matter expert.

- Project manager for creation of the physical book, including layout, graphics, editing, photos, etc.
- Created injury prevention online continuing education programs including the Certified Injury Prevention Instructor (CIPI) certification program. Conducted many trainings for CIPI candidates.
- Created additional revenue streams by consulting with corporations, spas, and schools, and presenting seminars and speeches at major massage and spa professional association conferences.
- Columnist for "Massage Magazine" and contributor to International Spa Association "Pulse."
- Used business development expertise to establish long-term relationships with over 100 massage, osteopathy, and physical therapy schools that used "Save Your Hands!" as a required textbook.
- Sold 300,000+ copies worldwide, both editions combined.

PRESIDENT/OWNER/PROGRAM MANAGER

FRENCH WINE EXPLORERS

1/2000 – 4/2007

Established and operated one of the first successful luxury French wine tour companies in the U.S., providing access for wine enthusiasts to the most exclusive wineries in France and Italy.

- Grew gross sales from zero to \$600k in 6 years.
- Advanced public relations and media skills generated features in many publications. Food & Wine Magazine cited company as "one of the best wine tour companies in the world."
- Using advanced business development and sales acumen, sold this business in 2007 (service businesses are very difficult to sell). Consulted with new owners to leverage existing processes and client base to enable them to keep sales at similar levels and build on that success.

EDUCATION

Brown University (Comparative Literature), Providence, RI (1 year, 6 credits)

Harvard University Summer School (8-week competitive program for High School seniors) – 2 credits, plus 2 college credits from Advanced Placement classes.

University of Wine (l'Université du Vin), Suze-la-Rousse, France. Professional Diploma: Sommelier-conseil. Graduated 2nd in Class. 500-hour program, taught in French.

Languages: Bilingual English/French. Computer skills: Microsoft Office Suite, CRM and CSM systems, Zoom, Google Docs, Quickbooks, Slack, Dropbox