

WINES OF MOLDOVA | PRESS RELATIONS QUALIFICATIONS

TEAM INFORMATION for Wines of Moldova

Prepared March 2021



Brand activation and amplification
through Strategy, PR, Events and Social





TECHNICAL AND PROFESSIONAL QUALIFICATIONS WINES OF MOLDOVA TEAM AT CUBE

We have a highly experienced team, all of whom are native English-speakers, ready to work with Wines of Moldova



Claire White
PR Director



Chris Mitchell
Director



Mick Steward
Account Manager



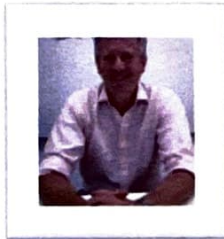
Kara Colegrave
Account Manager



Maddy Everington
Account Executive
DIGITAL MEDIA COORDINATOR



TECHNICAL AND PROFESSIONAL QUALIFICATIONS WINES OF MOLDOVA TEAM AT CUBE



Chris Mitchell, Director and Co-founder

For the past 20 years Chris has helped shape the communications strategy of many of the world's leading drinks brands. Early experience saw him running the London Wine Fair and managing the marketing of drinks and travel-retail magazines worldwide before taking up the role of Marketing & PR Director at Virgin Wines. At CUBE, Chris acts as a strategic bolt-on to the marketing and management teams of leading wine, beer and spirits brands, retailers and generic organisations.

UK national and native speaker

Languages: Working French, Spanish. Qualifications: BA (Hons.) Degree in European Business Administration



Claire White, PR Director

Whether it's launching start-ups like graze.com and Sipsmith or representing established brands such as innocent drinks, Gü, Riverford, Booths and Leiths, Claire's strong understanding of what makes brands tick and clear strategic thinking ensure strong, impactful results. Claire is bilingual in French and English, with fluent and spoken Spanish too. When not running around after her three girls, she can be either be found on a tennis court or with her nose in a book, tucking into a macaron. WSET Level 2 Award.

UK national and native speaker

Languages: Fluent French, good working Spanish

A handwritten signature in black ink, appearing to be "Chris Mitchell", is written over a circular stamp. The stamp contains the text "WINE OF MOLDOVA" and "CUBE" around the perimeter.



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Mick Steward, PR Account Manager

After receiving a BA (hons) in History from the University of Birmingham, Mick joined Oddbins Wine Merchants where he managed one of the top stores in the estate. A move to the marketing team saw him direct the brand voice of the company working across product communication, PR and e-commerce, while at the same time completing the WSET diploma receiving an overall Merit grade. Joining CUBE in April 2020 Mick now manages the account for Wines of Bordeaux and E&J Gallo fine wine brands. UK national and native speaker.



Kara Colegrave, PR Account Manager

Kara graduated from the University of Leeds with a BA in Philosophy & Politics. A brilliant communicator with a stellar list of contacts, Kara's expertise lies in lifestyle PR with a focus on food and drink brands. She has managed campaigns for Manchester Gin, Distell, Franciacorta. At CUBE, she manages the Tesco BWS campaign. In her spare time, Kara is an accomplished cook and is currently training to be a yogi. WSET Level 3. UK national and native speaker.



Maddy Everington, PR Junlor Account Executive

Lusophile Maddy started her career in Funchal at Blandy's Madeira wine before heading back to London to cut her teeth in travel, lifestyle and wine PR. Another linguist, Maddy has degree in Modern Languages from the University of Exeter. She has a fascination with Portuguese tiles and obscure racquet sports including Real Tennis and Padel. She also loves to dance - Scottish Reeling and Salsa being her favourites. Studying for WSET Level 3.

Maddy is our Digital and Social Media expert, and produces and coordinates content for key clients such as Vins de Provence

UK national and native speaker.

Languages: Fluent Portuguese and Spanish