



County of Monterey
Valerie Ralph
CLERK OF THE BOARD
BOARD OF SUPERVISORS

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Monterey County Regional Fire District

Application

Nathan Millan

District: 5
Initialed Application: Yes

Applicant

First Name: **Nathan**
Middle Initial:
Last Name: **Millan**
Address:
[REDACTED]
Salinas, CA 93908
Ethnicity: **White**
Gender: **Male**

Contact

Email: [REDACTED]
Primary Phone: [REDACTED]
Alternate Phone:
Preferred Contact Method: **Email**

Employment

Occupation: **Beverage Consultant and Appraisal**
Job Title: **Founder**
Employer: **Cypress Coast Wine Group**
Employer Address:
PO Box 22121 Carmel, CA 93922

Interests and Experiences

Able to attend meetings regularly and devote the time necessary to fulfill duties as a member?

Yes

Currently serving on a County of Monterey Board, Commission, Committee or other Community Advisory Group?

No

Has served on an advisory group before?

No

Please tell us about yourself and why you want serve:

I moved to the area in 2017 with the goal of raising my family in this community and love being here. I work in the wine industry and have served as a director on the Carmel Valley Chamber of Commerce in the past, as well as done what I can with the MCGVA on occasion as a non-board member. I enjoy hiking, being outdoors, disc golf, and of course, wine. I would love to be able to do more for the community and area that we all call home.

Please state the reason you would like to be a member of this board committee/commission/district:

Firefighters give their all for everyone. I would like to do my part to support those who put others first with my time, energy, and effort. I currently volunteer as a director for a family foundation and understand the importance of giving back through philanthropy.

How did you hear about the position?:

Referral

Nathan Millan

Objective

Wine industry professional seeking to apply 10+ years of customer service skills, wine and beer knowledge, problem solving ability, leadership, and sales towards a new and exciting opportunity.

Skills and Interests

Detail oriented, Sommelier Level One Certification, Cicerone Level One Certification, customer service, Wine Direct and VinSuite point-of-sale systems, Mac, Microsoft Office Suite, Windows, logistics, market planning, packaging, purchasing, quality control, business-to-business sales, shipping, direct to consumer sales, and people management. I am also an exceptionally fast learner and work hard to dedicate myself to my position and a company that I am passionate about.

Work Experience

Cypress Coast Wine Group

Founder/General Manager

Salinas, CA

September 2023 – Present

- Provided bespoke consulting services to optimize wine cellar techniques and improve storage conditions.
- Developed innovative beverage programs tailored to client needs, enhancing their offerings and customer experience.
- Offered strategic guidance on inventory management to streamline operations and maximize efficiency.
- Delivered specialized consulting services for wine and beer, addressing unique client requirements and industry standards.
- Conducted comprehensive wine education programs covering basic to advanced topics, including varietal knowledge, production processes, and tasting techniques.
- Designed and implemented staff training programs focused on wine education, menu creation, and food pairings to elevate service quality.
- Customized training sessions to meet the specific needs of restaurants, hotels, and wine bars, ensuring staff proficiency and customer satisfaction.
- Empowered teams with the skills and confidence to deliver exceptional wine service, enhancing overall guest experiences.
- Performed professional wine bottle and cellar appraisals for insurance, tax purposes, and personal property assessment.
- Conducted meticulous evaluations to determine the accurate value of wine collections, leveraging deep industry knowledge and market insights.
- Provided clients with detailed appraisal reports, ensuring comprehensive documentation for their collections.
- Assisted clients in safeguarding their investments through trusted and accurate valuation services.

Scheid Family Wines

Hospitality Manager

Salinas, CA

March 2022 – February 2023

- Create and implement new private events program, and winery tour programs
- Coordinate with HR to interview, hire, and coach new team members for the DTC/Hospitality department
- Lead monthly team meetings and educational opportunities for DTC department teams
- Research, review, and present any opportunities against a financial and competitive analysis
- Review P&L and department balance sheets
- Coordinate across teams for the execution of inter-department and private events
- Manage one of the tasting room locations and assist with the off-site tasting room team as needed
- Oversee social media presence and e-commerce revenue channels
- Oversee quarterly wine club shipments, and associated events
- Write copy for quarterly newsletters, website, client e-mails; create draft customer touch materials and coordinate with third party designers for a finished product

Joullian Vineyards and Winery

Director of Sales & Hospitality

Carmel Valley, CA

April 2021 – March 2022

- Oversee all direct-to-consumer, wholesale, and wine club revenue channels (all bottle sales are now handled through my position)
- Works closely with and oversees our nationwide distribution company partners on strategic planning for the wholesale channel
- Maintain all inventory management for the winery, tasting room, and warehouse. Plan product allocations as needed for each channel

- Work with ownership, winemaker, and distribution partners on wholesale planning and account management.
- Handle all direct-to-consumer, wholesale, and wine club P&L statements with custom tailored forecasting tools that I created previously. Scaled up and recalibrated for new sales channels under my purview.
- Present monthly reports to ownership on sales performance across all channels and brainstorm growth and promotion opportunities across all brands and sales channels
- Collaborate with the winemaker and ranch manager on status of vineyard, estimated yields, production, and sales forecasting
- Continuation of all Hospitality Manager responsibilities in addition to Director specific duties listed above

Hospitality Manager

June 2017 – March 2021

- Supervise all direct-to-consumer tasting room sales, operations, charitable donations, and employees
- Interview, hire, and coach all new employees; conduct monthly staff meetings to provide further knowledge and updated policies as needed
- Handle tasting room and wine club monthly budgets, P&L reports, social media presence, wine and non-wine merchandise inventory logs, shipping, and daily sales reports. Created Microsoft Excel forecasting tool for gross revenue prediction
- Work collaboratively with suppliers to provide and design an excellent selection of branded and non-branded merchandise items
- Plan and execute all on and off-site tasting room events; collaborate with Event Manager on overall event structure
- Facilitate the sales process of the customer experience from start to finish in order to provide a unique and memorable encounter for guests
- Present all daily, monthly, and annual reports to upper management and ownership to partner on strategic planning
- Guide all Wine Club related responsibilities: events, inventory, and member inquiries (500+ member Wine Club). Attain new Wine Club members to meet strategic goal set by ownership
- Plan and execute all building maintenance projects and renovations as needed
- Create and implement all marketing materials in conjunction with a third-party marketing firm

Lucky Envelope Brewing

Seattle, WA

Sales Representative

February 2016-May 2017

- Manage 200+ wholesale accounts and distribution of product while creating and maintaining customer relationships, along with successfully more than doubling previous sales numbers. Interview, onboard, and train new employees to the Sales Team as company expanded due to rapid growth in business-to-business sales
- Organize, schedule, and plan off-site events while creating and supplying monthly price updates to the entirety of customer portfolio
- Strategize new opportunities to drive gross revenue, focusing to increase on-premise consumer traffic to tasting room
- Assist with back-of-house operations such as packaging product into kegs, C.I.P. tanks, assist with brewing, and many other miscellaneous tasks when they are needed (as is normal in a newly founded brewery)

Pike Brewing Company

Seattle, WA

Lead Packaging Technician

September 2013-July 2015

- Coach and train new hires on the brewing process and related machinery
- Catalog, detail, and purchase machine parts, tools, and packaging materials. Build and maintain relationships with vendors and suppliers. Receive quotes and pricing structures regarding all items necessary for job performance
- Maintain communication with our warehouse division for packaging needs and any special shipment requirements, including high levels of quality control standards and organizing daily production and maintenance logs. Managed full production package line to meet business needs (approximately 130,000 cases annually/500 cases daily + keg operation)

Wine World and Spirits

Seattle, WA

Beer Buyer

June 2012-September 2013

- Manage the department budget, purchase new and replenish inventory items. Engage promotions to draw customers. Keep detailed logs on price per unit, daily/weekly/monthly unit sales, and incoming deliveries
- Create, schedule, and host monthly club meetings and weekly tastings with breweries. Represent Wine World at industry functions as well as assist with product sales and customer service as needed
- Streamline the department to allow a more efficient customer experience

Esquin Wine Merchants

Seattle, WA

Fine Wine Specialist

November 2011-May 2012

- Support customers in discovering their wine or beer needs, assist them with recommendations and work alongside beer and wine sales representatives from distribution companies to create displays to accurately fill out the shelves and enrich my knowledge base to better aid the customers in their selection
- Attend wine courses and self-education on wine and beer to better serve customers with answering questions and making a proper pairing

Education

Northeastern University

Bachelor of Science in Business Administration

Concentration: Marketing

Participant of Northeastern University Marketing Association

Boston, MA

Volunteer Experience

Goldstein Family Foundation

Board Member and Committee Co-Chair

St. Louis, MO

November 2023 - Present

Carmel Valley Chamber of Commerce

Board Member

Carmel Valley, CA

January 2019-December 2021

Carmel Valley Wine Experience

Committee Member

Carmel Valley, CA

June 2017-December 2021