

Matt Montrose

294 21st Ave • San Francisco
m.montrose@gmail.com • 408-489-8427

Professional Summary

An accomplished wine and hospitality professional with particular focus in the high-end and luxury beverage industry. Possess key business attributes such as strong leadership, effective organizational skills, and the ability to execute timely results. Excellent hospitality experience provides the ability to grow and nurture genuine and personalized customer connections.

Experience

Wine Director

Atelier Crenn (2** Michelin)

*August 2015- Current
San Francisco, CA*

- Manage the purchasing of a 150K inventory wine program of 2000+ labels
- Coordinate and execute nightly wine pairings
- Oversee hiring and growth of the wine team to additional sommeliers
- Increased annual gross beverage sales by 50%
- Achieved Wine Spectator Best of Award of Excellence for three consecutive years
- Provide restaurant service training, support, and mentorship for all FOH positions.
- Execute senior managerial tasks as a supporting position to the General Manager
- Hiring and training of FOH personnel
- Interim Wine Director at Petit Crenn, a Crenn Dining Group restaurant (Jan. 2017-July 2017)
- Founding Wine Director at Bar Crenn, a Crenn Dining Group restaurant (March 2017-July 2018).
Built the wine program, managed beverage program purchasing, hired staff, executed staff education, assisted in restaurant design and buildout, and provided nightly sommelier duties during service.

Sommelier

Michael Mina (1* Michelin)

*October 2014- August 2015
San Francisco, CA*

- Responsible for performing all wine related services for guests in high volume fine dining
- Manage a wine program of 10,000+ bottles
- Assist Lead Sommelier in program management; tasting, purchasing, wine list upkeep, inventory, & staff training.

Sommelier

Chez TJ (1* Michelin)

*February 2014- October 2014
Mountain View, CA*

- Coordinate and execute all facets of the wine service
- Assist Wine Director in purchases, cellar management, inventory, & staff education

Wine Advisor

Soutirage

*January 2014- July 2014
Napa, CA*

- Personal team assistant to the company President/Senior Wine Advisor.
- Coordinated sales orders
- Build, manage, and maintain wine collections for company clients including numerous high-profile clientele including individuals on the Forbes Top 100
- Expanded inventory of wines and spirits to a value of .5 million dollars
- Built on-site storage solutions and wine cellars for clients

Sommelier

August 2012- February 2014

Manresa (2 Michelin)**

Los Gatos, CA

- Crafted wine pairings for a 13 course menu
- Maintain and track daily inventory and movement of products
- Provide educational materials as primary educator for FOH staff for wine, spirit, and beverage topics.
- Interim Bar Manager (August 2014-December 2014). Created signature cocktails, managed daily bar operations, and provide training to new bar staff
- Rebuilt the wine cellar and integrated the use of the inventory management interface BinWise
- Execute nightly wine service as well as assist the FOH in all aspects of service

Sommelier

November 2008 – August 2012

Alexander's Steakhouse (1* Michelin '11-'13)

Cupertino, CA

- Create personalized wine pairings for tasting menus as well as a la carte menus.
- Assisted wine director in tastings and purchasing
- Provided education and training in wine related subjects to front of house staff.
- Execute nightly wine service as well as assist the FOH in all aspects of service

Education

Court of Master Sommeliers

- Advanced Sommelier Certification, March 2014

University of California, Santa Cruz

- Bachelors of Arts, Linguistics, 2011

Awards and Accolades

Chaîne des Rôtisseurs 'Best Young Sommelier Competition'

- West Coast Regional Finalist, 2015

Top|Somm 'Top New Sommelier Competition'

- West Coast Regional Finalist, 2015

Additional Skills

- Advanced proficiency of administrative technology: Microsoft Word, Excel, BinWise, Beverger
- POS skills: Toast, Digital Dining, Aloha, Maitre D'
- Multilingual, with advanced conversational/basic fluency in Hebrew, conversational with strong comprehension in Spanish, and professional education and conversational skills in Japanese, French, German, Arabic, and Mandarin. Experience and capability in other languages as well.
- Well-travelled with useful interpersonal cultural knowledge.

