

# ADAM RODRIGUEZ

## Alcohol Industry Professional

📞 6265131932

🌐 <https://www.chateaucashflow.com>

@ adam@chateaucashflow.com

📍 Detroit



## EXPERIENCE

### Production Manager

#### Endless West

📅 03/2022 - Present 📍 Detroit, Michigan, United States

As the Production Manager I oversee day-to-day operations of our alcohol manufacturing facility. My teams and I produce a wide range of spirits and cocktails in both bulk and packaged formats. We package as small as 200mL and as large as a 7000gal IsoTanker. We service clients all across the globe and are on the cutting edge of innovation in the Spirits and RTD space.

- Oversee day-to-day operations of alcohol manufacturing facility
- Manage teams producing a wide range of spirits and cocktails in bulk and packaged formats
- Package products from 200mL up to 7000gal IsoTanker
- Service clients globally
- Innovate in the Spirits and RTD space

### Production Specialist

#### Tench Vineyards

📅 07/2021 - 11/2021 📍 Napa, California, United States

I was involved in producing some of the best wines in all of Napa Valley, working alongside skilled winemakers and learning from their philosophies.

- Critical team member on the harvest crew producing renowned wines in Napa Valley.
- Worked in a facility with three 100pt winemakers, demonstrating skill and learning advanced winemaking techniques.
- Gained invaluable experience learning from winemaking masters Bevan and Melka.

### Digital Marketing Manager

#### Visit Vacaville

📅 02/2020 - 05/2021 📍 Vacaville, California, United States

Starting this role in February 2020, I quickly learned how to navigate the marketing world while in the midst of a global pandemic.

- Managed marketing campaigns across social media platforms
- Rolled out a new website
- Managed CRM and relationships with partners and businesses throughout the city
- Became the local source for up to date information regarding safe travel and pandemic friendly activities
- Assisted in the promotion of local business

### Wine Specialist

#### Vintner's Collective | Napa Valley

📅 07/2020 - 01/2021 📍 Napa, California, United States

Working in a fast-paced Downtown Napa tasting room, emphasizing the premium wine offerings and client engagement.

- Crafted wine experiences for clients showcasing a huge collection of premium wines from Napa Valley.
- Served a diverse clientele, ranging from walk-ins to long-term monthly curated orders.
- Conducted direct outreach for tailored wine experiences.

## SUMMARY

I graduated with a BS in Managerial Economics from UC Davis where I also was able to study Viticulture and Enology. While there I was an active participant in clubs and was a part of the Army ROTC program where I thrived before suffering a knee injury that cut my military career short. A Los Angeles native that moved to Northern California for a decade and now currently exploring Detroit, Michigan after moving with my current company. Still forever loyal to my LA sports teams.

With expertise in the wine and spirits categories, my journey began in the world of wineries and tasting rooms, where I found my passion and developed a taste for the art of alcohol production. It was here that my obsession with the production processes and love for wine took root, igniting a desire to dive deeper into the science and creativity behind winemaking and wine sales. In my early career, I gained valuable production experience at a variety of wineries in and around Napa Valley. Because of the seasonal nature of wine I was able to learn the production side during harvests and then transition to the sales and marketing side in the off season. In 2022, I made the jump to the world of Spirits and Cocktails joining the Endless West team. I've been able to take this new opportunity and grow in my leadership and management abilities. Endless West has allowed me to be on the cutting edge of innovation on both the development and production of alcohol!

## CERTIFICATION

### WSET Level 3 Wine and Spirits

Wine & Spirit Education Trust

### Certified Spirits Specialist

Society Of Wine Educators

### OSHA 30

MI OSHA 2024

## KEY ACHIEVEMENTS



### Moved Production Facility Cross Country

At the end of 2022 was the critical member of the transition team moving our facility from San Francisco to Detroit

## EXPERIENCE

---

### Harvest Intern

#### Mumm Napa Winery

📅 07/2019 - 10/2019 📍 Napa, California, United States

My role was one of an experienced winemaking professional. Making high quality sparkling wine is what Mumm does best, and I played a critical role in that production during my time there.

- Responsible for processing up to 250 tons of grapes each day.
- Operated four presses and prepared tanks during the receiving process.
- Played a critical role in the production of high-quality sparkling wine.

---

### Tasting Room Associate

#### TURKOVICH FAMILY WINES, LLC

📅 02/2017 - 04/2018 📍 Winters, California, United States

As a tasting room associate

- Operated a fast-paced downtown tasting room in a bustling wine town.

---

### Harvest Intern/Tasting Room Associate

#### Matchbook Wine Company

📅 07/2015 - 01/2017 📍 Zamora, California, United States

With the Matchbook crew, I was part of a production team that produced 150k cases annually of high quality Spanish varietals. During off seasons, I worked in the tasting room as well as with the vineyard management team.

- Produced 150k cases annually of high quality Spanish varietals as part of the production team.
- Worked in the tasting room during off seasons.
- Collaborated with the vineyard management team during off seasons.

## EDUCATION

---

### Bachelor of Science - BS, Business/Managerial Economics

#### University of California, Davis

📅 09/2013 - 12/2017

## KEY ACHIEVEMENTS

---



### Commissioned New Infrastructure and Production Lines

Once in the new facility in Detroit I oversaw rapid expansion and scale up of our facility and capacity.



### Implemented All New SOPs and Training Protocols

With a brand new staff and facility I quickly had to train and develop my staff into a highly organized force that could keep pace with our growing demand.