

TRACY ELLEN KAMENS, ED.D.

689 FORT WASHINGTON AVENUE #1N, NEW YORK, NEW YORK 10040 | (646) 279 – 8494 | tek@TracyEllenKamens.com

EMPLOYMENT HISTORY:

WINE TEKNOLOGIES CONSULTING

Chief Education Officer & Founder (2005 – Present)

- Present interactive public and private wine education classes and events for consumers and trade.
- Serve as an educational ambassador for the Crus Bourgeois du Médoc.

PENNPAC (PRO BONO ALUMNI CONSULTING)

Operations Manager (2017 – 2018)

- Planned and executed strategy for one-night, high impact volunteer events with partner organizations.
- Created Volunteer Orientation video for new volunteers; interviewed volunteer applicants; assisted with staffing.
- Implemented communications plan; maintained website; designed e-newsletters and print publications.

WINE RING MOBILE APP

University-Series Marketing Campaign Manager & Data Curator (2014 – 2016)

- Implemented 13 national marketing events for target audiences to build brand awareness for new app.
- Expertly curated sophisticated data for proprietary database and corrected user-entered records.

WINE SCHOLAR GUILD (Nonprofit Organization)

Membership Director (2014 – 2015)

- Recruited and retained members; grew paid membership count from 475 to 1,000 in one year.
- Identified speakers, scheduled and facilitated continuing education webinar series (20 webinars annually).
- Created and implemented robust Social Media Plan for international conference.

SOCIETY OF WINE EDUCATORS (Nonprofit Organization)

Education & Certification Consultant (2010 – 2013)

- Revised, edited and expanded educational content for study guides and training materials.
- Conducted review sessions for candidates, inclusive of study skills and exam subject matter.
- Wrote exam questions; created new exam database (Par-Test); proctored and graded exams.

DEUTSCH FAMILY WINE & SPIRITS

Public Relations Consultant, Office of Public Relations (2008 – 2010)

- Organized national PR events for key wine brands and designed marketing collateral to support the events.
- Wrote press releases and served as liaison for press contacts and public inquiries; maintained press list.

NEW YORK UNIVERSITY

Director, Office of Professional Development, Colleges of Dentistry and Nursing (2001 – 2008)

- Co-created and presented comprehensive pedagogy programs for faculty to improve their clinical teaching.
- Identified needs, implemented and evaluated over 100 professional development programs annually.
- Collaborated with faculty and administrators to develop grant proposals for both public and private funding.
- Developed and administered annual departmental budget; managed invoices and payments.
- Managed event logistics: speakers, facilities, travel arrangements, catering, promotion, registration and AV.

UNIVERSITY OF PENNSYLVANIA

Graduate Assistant, Office of Continuing Education (2000 – 2001)

- Coordinated all aspects of online continuing dental education courses for InteliHealth contract.
- Developed course objectives, edited content and ensured courses met national and state requirements.

Graduate Assistant, Office of Research Services (1999 – 2000)

- Member of Provost-mandated team to evaluate research administration processes.
- Conducted focus groups with key stakeholders; designed, implemented and analyzed surveys.

BARUCH COLLEGE

Adjunct Faculty Member, School of Public Affairs (2001)

- Wrote curriculum for, and taught, new core course (Financing Higher Education) in the M.S.Ed. program.

Director, Major & Planned Gifts (1997 – 1999)

- Identified, cultivated and solicited annual Fellows gifts from alumni and friends; closed 50 new Fellows.
- Collaborated with President, VP and Campaign Director on Capital Campaign proposals and projects.
- Planned and executed events to steward, recognize and thank donors.

NOVA SOUTHEASTERN UNIVERSITY

Associate Director, Office of Development and Public Relations (1996 – 1997)

- Managed Annual Fund through direct mail, in-house phonathons and external telemarketing.
- Coordinated Alumni Chapter: managed activities and recruited and trained volunteer leaders.
- Developed local and national newsletters; contributed to and edited quarterly Foresight magazine.
- Served as Advisor to Graduate Business Student Association; developed academic programs.

WRITING & PUBLICATIONS:

Fellowship Award Recipient: Napa Valley Vintners Professional Wine Writers' Symposium, 2015

Contributing Writer: *Palate Press* (2012-2015); *The SOMM Journal* (2015); *Ribera Rueda Wine* website (2016)

Consulting Editor: *Columbia University Press*: Reviewed proposals and identified books for publication.

Peer-Reviewed Publications:

- McAndrew, M., Motwaly, S.M. & Kamens, T.E. (2015). The role of organizational context in the creation and sustainability of dental faculty development initiatives. *Journal of Dental Education*, 79, 1339-1348.
- McAndrew, M., Motwaly, S.M. & Kamens, T.E. (2013). Long term follow-up of a dental faculty development program." *Journal of Dental Education*, 77, 716-722.

EDUCATION:

University of Pennsylvania

Doctor of Education in Higher Education Administration; May 2004

Master of Science in Education; concentration in Higher Education Administration; December 2000

Dissertation: Intellectual Property Policies in the Digital Age: Who Owns the Course and Does It Matter?

Honors: • Dissertation awarded distinction on the oral defense and paper

- Cumulative GPA: 3.9; Awarded Graduate Assistantship (full-tuition remission plus stipend)

Cornell University

Bachelor of Science in Facilities Planning & Management; December 1992

TECHNICAL SKILLS:

- Microsoft: Word, Excel, Outlook, PowerPoint, Publisher; Google Drive; Adobe Acrobat; Salesforce; Raiser's Edge; Slack; Eventbrite; MailChimp, Constant Contact; Google Calendar, Calendly, Doodle.
- Designed full-scale magazines, inclusive of layout design, photography and publication via Issuu. <https://issuu.com/tracyellenkamens>
- Created, updated and maintained websites using Word Press, Fusion Builder, Wix and Joomla.

VOLUNTEER ACTIVITIES:

- Volunteer Advocate, Domestic and Other Violence Emergencies (DOVE), NYP New York-Presbyterian/Columbia University Medical Center, January 2019 – present
- Advisory Board Member, Seeds of Fortune, March 2018 – present
- Classroom Assistant, Girls, Inc. Summer Academy, July 2016
- Committee Member, Cornell Alumni Admissions Ambassador Network, 1995 – 2014
- Consultant, PennPAC (Pro Bono Alumni Consulting), Say Yes to Education Team, Fall 2012

TRACY ELLEN KAMENS, Ed.D., DWS, CWE

Wine Educator, Writer & Consultant

Tracy Ellen Kamens adores wine and loves to teach. So much so that when the idea to combine her passion for teaching with her love of wine presented itself, she jumped at the opportunity and quit her pesky day job. As founder and owner of her own wine education company, she is truly living *la vita del vino*, teaching, writing and consulting about wine for consumers and professionals.

Marrying her 15+ year experience in academia with her formal wine certifications, Tracy teaches classes and education skills through her company, Wine teknologies. She has been a frequent presenter at international wine conferences and has taught at the International Wine Center, New York University, Cornell University and Baruch College. Tracy successfully completed the Institute for Teaching and Learning's Academy for Academic Leadership and was a WSET Certified Educator for the Foundation, Intermediate and Advanced Levels.

Among her various projects, Tracy currently provides seminars and training sessions as an Ambassador for the Crus Bourgeois du Médoc and previously held the same role for the Napa Valley Vintners. She is the former Membership Director of the Wine Scholar Guild and was a Wine Expert for Wine Ring, Inc, a consumer-oriented app. Additionally, she spent three years as a full-time education consultant for the Society of Wine Educators and worked at Deutsch Family Wine & Spirits in their public relations department.

A past board member of the Wine Media Guild, Tracy has written for both print and online publications including *Wine Enthusiast*, *Palate Press magazine*, *Long Island Wine Press* and *Times Review* and was a Fellowship Recipient for the Professional Wine Writers Symposium. She presently publishes the *It's A Winederful Life* website and the full-scale magazine, *Drinking Wisely & Well*, for which she is writer, editor, photographer and designer. In addition, she has served as a contributing writer for *The SOMM Journal*, *Wine Portfolio*, the online arm of the CNBC World-based television program, *Through the Bung hole*, was the NY Wine Shopping columnist for *Examiner.com*, and worked as an editorial consultant for Columbia University Press.

As a Certified Wine Judge, Tracy is a judge for the Ultimate Wine Challenge and has judged several other wine competitions including the Finger Lakes International Wine & Spirits Competition.

Tracy has built a solid foundation of wine knowledge that includes the Certified Wine Educator credential from the Society of Wine Educators, the Wine & Spirits Education Trust's Diploma of Wine & Spirits (with Merit) and the title of International Bordeaux Instructor from L'Ecole du Vin de Bordeaux. She completed the Napa Valley Vintners' Wine Educators Academy, Wine Australia USA **auswise** program, and was accredited by the CIVC and IVDP as a Wine Location Specialist.

Tracy holds a Doctor of Education degree from the University of Pennsylvania and a B.S. degree from Cornell University.

A self-professed wine geek, but certainly not a wine snob, Tracy considers herself to be an equal opportunity drinker, ferreting out wonderful wines at all price points. However, she does draw the line at anything out of a jug.

Tracy can be reached at contactme@tracyellenkamens.com.