
PERSONAL INFORMATION**Telephone**
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BRONWEN SERNA**Director, People Specialist**

I love working with people in consumer facing industries. My goal is to constantly be learning in my professional career, exchange knowledge with other professionals, and provide the finest possible experience to clients and guests.

WORK HISTORY**Current**Counter Culture Coffee
Sales & Account Management
Feb 2019 – present**Management/Director/
Education**Refinery Concepts/Far East
Organization
May 2018 - Sept 2018Crackerjack/Proof Collective
Oct 2016 - Aug 2017The New Black, Pte Ltd
June 2015 - Sept 2016Visions Espresso Service
April 2014 - Dec 2014SCA
2000 - presentSCA - International
Education Partner
License
2011 - 2019**Service**Tony's Coffee & Tea
Seattle, WA
2013 – 2014Joe Bar
Seattle, WA
2008 – 2014Trabant Coffee & Chai
Seattle, WA
2010 – 2011Espresso Vivace
Seattle, WA
2005 – 2006Zoka Coffee Roaster & Tea Co.
Seattle, WA
2000 – 2003**Quality Control**Vashon Coffee
Company
Seattle, WA
2013 – 2014Hines Public Market
Coffee
Seattle, WA
Vancouver, BC
2005 – 2010Lechuza Café
Juyúa, El Salvador
2002 – 2004Specialty Coffee Assn (SCA)
2013 – present

PROFESSIONAL EXPERTISE

Management



Leadership



Empathy



Organized & Detail Oriented



Collaborative



Communication



Mentor/Coach/Teach



Sales



Hospitality



PROJECTS

Over the years I've been involved with various projects in the coffee industry working with a wide range of companies, businesses, and interests. These range in involvement from participation in competitions, working with other coffee professionals at trade events to further training and education, assisting advertising firms and larger companies with market research and brand consultation, to origin countries where I'm part of the process from seed to cup.

Sprudge
Editorial Advisory Board
2018-present**Barista Guild of America**
2004-2018
Executive Council
2005-2009**Barista Competitor and Coach**
2004-2018**Gaviña**
2012-2013**Creature**
2010**Seminar Presentation**
Taylor's University
2014**Seminar Presentation**
Culinary Institute of America,
Singapore
2015-2016**Seminar Presentation**
University of South Africa
2008

AWARDS / CERTIFICATIONS**Coursera Data Science Math Skills**

In progress

Coursera Coding

In progress

Udemy Data Science

In progress

Google Analytics

In progress

US Barista Champion

2004

Western Regional Barista**Champion**

2002

NW Regionals, 6th place

2014

Bar Smarts

2016

200hr YTT - Quantum Yoga

2018