
CHRISTOPHER 'BILLY' ABBOTT

MENG(HONS) ACGI

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Profile

Drinks writer and presenter with online and print publishing experience. Whisky specialist and drinks expert. Trainer with experience of building courses and presenting across drinks, IT and management.

Experience

Training and Content Manager, The Whisky Exchange — Oct 2017-present
<https://thewhiskyexchange.com>

Responsible for generating content across digital and print for The Whisky Exchange and other companies within the Elixir House Group. Ambassador for The Whisky Exchange at events around the world. Maintaining relationships with press and bloggers. Working with the product development team to create new releases. General management of content projects across the Elixir House Group. General in-house drinks knowledge resource. Manager of internal training program.

Web Content Editor, The Whisky Exchange — Apr 2011-Oct 2017
<https://thewhiskyexchange.com>

Content creator for The Whisky Exchange, including product descriptions, tastings notes, social media posts, blog posts, and general copywriting. Manager of company social media channels and blog.

Reviews Editor, Whisky Quarterly Magazine — Apr 2018-present
<http://whiskyquarterly.com>

Writer of tasting notes for Whisky Quarterly. Responsible for selecting and sourcing samples of suitable whiskies.

Host and Organiser, Whisky Squad – Aug 2012-present
<https://whiskysquad.com>

Main organiser of a whisky tasting group in London. Responsible for booking venues, booking guests and hosting tastings.

Presenter and Writer, The Whisky Lounge – Apr 2012-present
<https://thewhiskylounge.com>

Presenter of whisky tastings in London, focusing on introductory sessions and blending workshops. Assistant at whisky shows around the UK.

Freelance drinks writer – Apr 2011-present,
<https://billyabbott.uk>

Freelance writer for web and print.

Software Engineer, FactSet Ltd — Jul 2000-Apr 2011,
<https://factset.com>

Developer, trainer, manager and recruiter for an international financial data and software company. Worked on a variety of equity and fixed income data sets, managed teams and headed up recruitment for software engineering in the UK. Managed new hire and CPD training for the software engineering team. Presented training sessions across the international business.

Portfolio Work

Contributor, Whisky Quarterly Magazine — Feb 2015–present
Podcaster/presenter, Village of the Drammed — 2011-2012 & 2015
Contributor, 1001 Whiskies you must try before you die, Cassell 2012
Blogger, Spirited Matters (<http://spiritedmatters.com>) — Nov 2009-present
Staff writer and podcaster, GeekPlanetOnline — Sep 2009-May 2012

Competition Judging

American Distillers Association (Anchor Judge)
Global Spirits Masters (Panel Chair)
International Wine and Spirits Competition
World Whiskies Awards
International Bottlers Challenge

Drinks Qualifications

Wine and Spirits Educational Trust – Level 2 Spirits
Wine and Spirits Educational Trust – Spirits Educator

Professional Organisations

Circle of Wine Writers Member

Education

Imperial College, London
MEng Computing, 1996-2000. 2.1

Skills

Drinks expertise, with a focus on whisky and beer, but with knowledge across most categories.

Writing for print and online, both short and long form as well as general copywriting.

Online community management.

Training.

Interviewing.

Computing skills, including Wordpress and other content management systems, software development and IT support.
