

Jorge Luis Armenteros

Hopewell, NJ 08525

tabaquero@aol.com

Curriculum Vitae

Education

- BSBA International Business & Marketing
The American University, Washington DC - 1995

Businesses

- Founder and owner of *A Little Taste of Cuba* retail Tobacconists in Princeton, NJ (est. 9/1995) and New Hope, PA (est. 11/1996): 1995-present.
- Founder and owner of *ArtistaCUBA*; art importing company: 1999-present.
- Founder and owner of *Tobacconist University, LLC* (originally *Cuban Cigar University*): 1996-present.

Tobacconist University is the Official Educational Curriculum for Professional Tobacconists for the International Premium Cigar and Pipe Retailers Association (IPCPR).

The Tobacconist University (TU) academic curriculum is composed of four colleges: Tobacco, Accoutrements, Taste, and Service. The TU academic curriculum, Code of Ethics & Standards, Certification Standards, and Resources are all available at www.tobacconistuniversity.org. In addition to educating and certifying Tobacconists, TU provides live Certification Seminars, Customer Service Workshops, Email Seminars, and Consulting services to the luxury tobacco industry.

Experience & Awards

- Researched and Authored the Tobacconist University academic curriculum; including research travel to Costa Rica, Cuba, Dominican Republic, Mexico, and Nicaragua.
- Author of *The Tobacconist Handbook*: 2009
- Cigar Judge at the American Sommelier Association's *Best Sommelier in America*: 2009.
- Conducted professional and educational seminars at the 2006, 2007, 2008, and 2009 IPCPR conventions.
- Recipient of the RTDA/IPCPR *Step-up Award*: 2006.

- Technical Advisor and cigar provider to Broadway and McCarter Theatre productions of Pulitzer Prize winning play *Anna in the Tropics*: 2003-2004.
- Testified as a fact witness in the *Empresa Cubana v. Culbro Corp.*, a.k.a. 'Cohiba' lawsuit: 2003.

Publications: 1995-2009

Newspapers, Magazines, & Ezines:

The New York Times, Cigar Insider, Cigar Aficionado, Smoke Magazine, Smokeshop Magazine, European Cigar Cult Journal, Tobacconist Magazine, The Princeton Packet, US1, Trenton Times, Newark Star Ledger, Bucks County Magazine, Town Topics, The Trentonian, American Express Ventures Magazine, and Puff.com, among others.

Broadcast Media: 1995-2009

CNN Headline News, CN8, CBS, FOX, and NBC news, National Public Radio (NPR), New Jersey 101.5 FM, DogWatch Cigar Radio

Associations & Memberships

International Premium Cigar & Pipe Retailers Association (IPCPR), Cigar Rights of America (CRA), Smithsonian Institution