

Will Predhomme

Founder & Managing Director

Will began Predhomme Strategic Marketing in 2012, identifying a need for effective & engaging communication between wine & the trade in Canada.

Will's experience spans a career involved in the hospitality, government, education, wine production, & communications aspects of the wine & spirits industry. Work experience includes the Liquor Control Board of Ontario (LCBO), Fairmont Hotels, & Harrah's Casinos, though Will is best known as a top sommelier based in Toronto, most notably for the development of the world-class wine programs at Oliver & Bonacini Restaurants (Canoe Restaurant & Bar).

Along with managing PSM., Will co-produces wine in Oregon & South Africa under the Pearce Predhomme label, is an instructor at the University of Guelph, & has been broadcast nationally as a producer & host of The Globe & Mail Wine Basics Video Series.