

SUMMIT EVENT PROGRAM

BEER WINE & SPIRITS  
2025  
SUMMIT

WHERE RELATIONSHIPS ARE BUILT  
AND DEALS GET DONE.

JAN 12 - 14, 2025 | THE BREAKERS, PALM BEACH, FL

**BEER BUSINESS**  
**DAILY** INDUSTRY INTELLIGENCE.  
DELIVERED DAILY.

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*Dear Summiteer,*

Welcome to the 22nd Annual Beer, Wine & Spirits Summit. It's hard to believe it has been ten years since we combined the Beer Summit with the Wine & Spirits Summit, (and our second year under the new shortened format).

With the continued blurring of the lines between the three categories, we believe it makes sense to have an industry conference that mixes beer, wine, and spirits people and content. Maybe we can learn a few things from each other.

It has been a chaotic couple of years for the beverage alcohol industry, particularly with the Covid lockdowns, the gutting and now resurgence of the on-premise, the continued dominance of cans, the rise and fall (and rise) of hard seltzers, high inventories, the slowdown in premiumization, the emergence of spirits in a can, and the black swan event with Bud Light, to name a few. Amid all that, consumer habits are changing rapidly as well.

I've been sensing lately that these conditions create a cacophony of noise -- not just in the numbers -- but in go-to-market strategies for new brands and legacy work-horses alike. The targets are moving more quickly and we must keep adjusting and re-adjusting our sights to stay ahead.

That is why I believe conferences like the Summit are so valuable. Over the next few days, our great lineup of speakers will seek to cut through the noise to provide actionable ideas to grow -- grow not just your particular book of business, but the beverage alcohol industry at large.

So I invite you to sit back, relax, and soak it all in. We will leave some time for Q&A after most presentations and panels, so be thinking about what questions are pertinent to your business and jot them down.

And take advantage of our receptions and lunch to meet new people, eat and drink on the SchuPub Unlimited Platinum Amex, and leave the Breakers renewed and energized to take on 2025.

And most of all, thank you for being here. Let's have fun.

*Harry Schuhmacher*

**Publisher**

# Meet the Team

Powering Daily Industry Intelligence.



**Harry Schuhmacher**

Publisher and Owner -  
Schuhmacher Publishing  
Company



**Millicent Ryne**

President



**Jenn Litz-Kirk**

Director of Content



**Jessica Lopez**

VP of Sales & Circulation



**Jordan Driggers**

Senior Beer Editor



**Bianca Bruno**

Beer Editor



**Sarah Barrett**

Executive Editor



**Hana Kruger**

Editor for Wine &  
Spirits Daily

# Agenda

Day One and Two



## SUNDAY Afternoon Kickoff Session / January 12, 2025

### 12:00 - 2:00 PM REGISTRATION

2:00 - 2:30 pm Opening Remarks, Harry Schuhmacher, Editor and Publisher, Beer Business Daily

2:30 - 3:10 pm **Wholesaler Panel:** Alex Bergson, Vice President, N.Y.W.S., Manhattan Beer Distributors; Bill Lenahan, AVP Marketing, Quality Beverage

3:10 - 3:45 pm Bill Shufelt, Co-founder and CEO, Athletic Brewing Company

### 3:45 - 4:00 PM BREAK

4:00 - 4:30 pm Dave Williams, President, BUMP Williams Consulting

4:30 - 5:00 pm Ty Gilmore, President, Tilray Beverages North America; Prinz Pinakatt, Chief Growth Officer, Tilray Beverages North America

5:00 - 5:30 pm Beny Ashburn, CEO & Co-founder, Crowns & Hops Brewing Company; Teo Hunter, COO and Co-founder, Crowns & Hops Brewing Company

### 5:30 - 7:30 PM RECEPTION

## MONDAY General Session / January 13, 2025

### 7:30 - 8:30 AM REGISTRATION

### 7:30 - 8:30 AM BREAKFAST

8:30 - 9:00 am Bill Newlands, CEO, Constellation Brands

9:00 - 9:30 am David Barnett, President, Mark Anthony Brands

9:30 - 10:00 am Brian Feiro, President of U.S. Sales, Molson Coors

10:00 - 10:30 am Jim Koch, Founder and Brewer, Boston Beer Company

### 10:30 - 10:45 AM BREAK

10:45 - 11:15 am Tom McReavy, Chief Revenue Officer, Sapporo-Stone

11:15 - 11:45 am Simon Wuestenberg, U.S. Chief Sales Officer, Anheuser-Busch

11:45 - 12:15 pm **D-9 Panel:** Austin Sawyer, President, Choose CMC; Kyle Cooke, CEO & Co-founder, Loverboy and Flowerboy; Scott Selix, Co-founder, Climbing Kite

### 12:15 - 1:45 PM LUNCHEON

# Agenda

Day Two and Three



## MONDAY General Session / January 13, 2025

### 12:30 - 2:00 PM REGISTRATION

2:00 - 2:45 pm ***Family Ties Across the Industry:*** Tom Steffanci, President, Deutsch Family Wine & Spirits; Chris Steffanci, CEO, Columbia Distributing; Sarah Bakx, President, Treasury Americas BOLD Brands

2:45 - 3:15 pm ***Fireside Chat:*** Shanna Prevé, VP, Enterprise Sales & Business Development, DoorDash

### 3:15 - 3:30 PM COFFEE BREAK

3:30 - 4:00 pm ***Fireside Chat:*** Julka Villa, Global CMO, Campari Group

4:00 - 4:30 pm ***Making Strategic Moves into New Categories:*** Shawn Schiffer, President, Foley Family Wines & Spirits; Alex Evans, CMO, Browne Family Wine & Spirits

### 4:30 - 6:30 PM RECEPTION

## TUESDAY General Session / January 14, 2025

### 7:30 - 9:00 AM REGISTRATION

### 8:00 - 9:00 AM BREAKFAST

9:00 - 9:30 am ***Number Crunching with NielsenIQ:*** Kaleigh Theriault, Director of Thought Leadership, NIQ Bev Alc Vertical; Jon Berg, VP Beval Thought Leadership

9:30 - 10:15 am ***The Private Label Wine Opportunity:*** Darryl Brooker, CEO, LWX Wines; Alex Drew, SVP National Accounts, Southern Glazer's Wine & Spirits; Kryss Speegle, MW, EVP of Winegrowing, O'Neill Vintners & Distillers

### 10:15 - 10:30 AM COFFEE BREAK

10:30 - 11:00 am ***At Home & Abroad: The State of the American Whiskey Market:*** Pete Marino, President, Bardstown Bourbon Co.; Jeff Steinberg, CEO, Brindiamo Group

11:00 - 11:45 pm ***Leveraging On-Premise Experiences to Connect with Consumers:*** Marian Leitner-Waldman, Co-Founder and CEO, Archer Roose; Zech Francis, SVP Global Marketing, BeatBox; Rachael Lowe, National Director of Beverage, Levy Restaurants

11:45 - 12:30 pm ***What the Future Holds for US Spirits:*** Melanie Batchelor, Managing Director, Campari America; Ryan O'Hara, CEO, MHW; Amanda Hale, SVP Supplier Business Development - Spirits, Breakthru Beverage Group

### 12:30 - 1:30 PM GRAB AND GO LUNCH



# SUMMIT EVENT PROGRAM

*The*  
**SPEAKER  
LINEUP**

VOICES DRIVING THE CONVERSATION.

**BEER BUSINESS  
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# Our Speakers

Voices Driving the Conversation.



## Alex Bergson

VICE PRESIDENT, N.Y.W.S., MANHATTAN BEER DISTRIBUTORS

Like most next generation distributor leaders, Alex grew up in the beer business. His official career started when he was 16, working as a merchandiser in Manhattan during the heat of the summer. He later joined Manhattan Beer Distributors full-time in 2014. From those summer jobs to today, Alex has worked in all aspects of the business, learning every facet of beer distribution in a complex market from the ground up.

Manhattan Beer Distributors was founded in 1978 by Simon Bergson and covers the 14 counties of Metro New York. As Vice President of Manhattan Beer, Alex helps steer the company's strategic path, focusing on growth opportunities while maintaining MBD's best in class service and execution. In addition, Alex helps drive the company's annual performance goals and heads up its government relations work.

Alex holds a bachelor's degree from Washington University in St. Louis and an MBA from the Kellogg School of Management at Northwestern University.



## Bill Lenahan

AVP MARKETING, QUALITY BEVERAGE

Bill Lenahan is AVP Marketing for Martignetti Companies, in the Quality Beverage Division.

Bill started with Quality Beverage 25 years ago, working from the ground up. He's held various positions, from sales representative, to director of sales and marketing for craft & imports, to director of business development. Prior to joining Quality Beverage, he spent 10 years in the food and beverage industry, managing high volume restaurants.

Quality Beverage is an independent, family owned beer wholesaler in Massachusetts servicing 6,000+ accounts from Boston to Springfield.





## Bill Shufelt

CO-FOUNDER AND CEO, ATHLETIC BREWING COMPANY

Bill Shufelt is the co-founder and chief executive officer of Athletic Brewing Company, the largest and most decorated non-alcoholic brewery in America. As an outdoor enthusiast, trail runner, and busy modern adult, Bill realized that alcohol was holding him back from achieving all of his goals, so he left it behind for good in 2013. However, he still loved socializing with friends and family and pairing great brews with delicious meals. When Bill stopped drinking, he was surprised to discover that nobody had taken the time to develop a line of full-flavored, non-alcoholic beers for the 60% of Americans who drink less than one time per week. So, Bill set out to change that by creating a company focused on crafting delicious adult non-alcoholic beverages that didn't compromise on taste or quality.

In 2017, Bill left a successful career at one of the world's largest hedge funds to begin building the first U.S. brewery and taproom dedicated entirely to non-alcoholic beer, despite skepticism from industry insiders. Today, Athletic Brewing is the #1 non-alcoholic beer brand in America, with over 19% market share.



## Dave Williams

PRESIDENT, BUMP WILLIAMS CONSULTING

Graduated from Penn State University in 2006 with a degree in Marketing. Dave began his career at Marketing Management Analytics (Ipsos MMA) as a Data Analyst, running sales regression models and market level analytics across various Retail and CPG clients.

He left MMA and joined Nielsen in 2010, working up to the role of Client Manager. In this role, Dave led a team dedicated to Market Mix, Price/Promo and Consumer analysis for Procter & Gamble globally, spanning multiple categories and brands across their wide portfolio. In 2015, Dave left Nielsen to join BUMP Williams Consulting where he currently runs high-end analytics across the Beverage Alcohol universe.

His key focus areas include Consumer Behavior, Pricing, Promotion and Retail Landscape for BWC's Supplier, Distributor and Retailer clients.



## Ty Gilmore

PRESIDENT OF TILRAY BEVERAGES NORTH AMERICA

Ty Gilmore is President of Tilray Beverages North America at Tilray Brands (NASDAQ: TLRY). He brings over two decades of experience in the beverage industry to the company. Prior to joining Tilray, Mr. Gilmore spent seven years as the head of national accounts at Diageo and served as the Executive Vice President at Glazer's Beer and Beverage, where he oversaw sales, marketing, and operations for 11 distributors in the southern United States.

In his role, Mr. Gilmore is responsible for driving the growth and expansion of Tilray Brands' North American beverages business, developing and implementing the national strategy for Tilray's entire portfolio of leading craft brands across beer, spirits, and non-alcohol beverages including SweetWater, Alpine, Green Flash, Montauk Brewing Company, 10 Barrel, Blue Point, Breckenridge Brewery, Breckenridge Distillery, Hiball Energy, Redhook, Runner's High, Shock Top, Square Mile Cider, Widmer Brothers, and the newly acquired craft brands Atwater, Hop Valley, Revolver, and Terrapin Beer Co.



## ***Prinz Pinakatt***

CHIEF GROWTH OFFICER, TILRAY BEVERAGES NORTH AMERICA

Prinz M. Pinakatt is the Chief Growth Officer of Tilray Beverages at Tilray Brands (NASDAQ: TLRY), overseeing strategy, innovation, marketing, and national accounts. With a career spanning two decades in the beverage industry, Prinz has led marketing and sales functions in both start-ups and global corporations such as Danone, Vita Coco, Airo Brands, and The Coca-Cola Company in six countries across three continents.

At Danone, Prinz served as the SVP and Global Head of Danone Waters, where he was responsible for defining the vision and strategy for a \$5 billion portfolio of brands, including Evian. Prior to that, Prinz led the successful turnaround of a \$2 billion functional dairy portfolio, including Activia Yoghurt, and accelerated the growth and expansion of the high-protein proposition Oikos.



## ***Beny Ashburn***

CEO & CO-FOUNDER, CROWNS & HOPS BREWING COMPANY

Meet Beny Ashburn, a visionary Brand Architect, Co-Founder of Crowns & Hops Brewing Company, and dynamic TEDx Speaker. Beny specializes in empowering brands to redefine their image and carve their path to iconic status. As one of the few Black female leaders in the brewing industry, she exemplifies resilience and creativity, demonstrating what it means to take ownership and thrive against the odds.

With over two decades of expertise in Advertising and Brand Marketing, Beny has successfully shaped and revitalized brands like Beats by Dre, SONOS and Ogilvy. Her strategic approach goes beyond traditional branding—she crafts bold narratives, innovative campaigns and authentic connections that elevate brands to unparalleled levels of success.

Whether developing cutting-edge strategies, leading dynamic creative teams, or speaking to audiences as a trailblazing leader, Beny is an architect of transformation. She collaborates with businesses to reimagine their potential, unlocking new opportunities for market leadership and cultural relevance.



## Teo Hunter

COO AND CO-FOUNDER, CROWNS & HOPS BREWING COMPANY

As COO & Head of Brewing Operations for Crowns & Hops Brewing Co, Teo Hunter is a craft beer connoisseur, recipe designer, brand community manager and activist for racial equity in the craft beer industry. Howard University Alumni, Teo's refined palate and experience in the cellar allows him to lead beer production, beer distribution, global brand partnerships and operations.

As a 14-year Army veteran (Paratrooper/Artillery), he is no stranger to leading men & women under difficult circumstances towards success. His passion for spreading the love of craft beer and community is not only infectious, but also a key driver in collaborations throughout the brewing industry. Teo is a California native, born in Inglewood and raised in the Altadena/Pasadena area. He is a father of three daughters; one married living in Washington state and twin daughters in their junior year of college.

Teo believes that fractal, transformative change is the key to many of the issues he sees in his community, the craft beer industry and around the country. His goal is to implement as many of these progressive strategies into his business as possible, proving that racial equity is a plan for economic growth, not a zero sum game.



## Bill Newlands

CEO, CONSTELLATION BRANDS

Bill Newlands is Constellation's President and Chief Executive Officer. Bill is responsible for providing strategic leadership and working with the board of directors to establish long-range goals, strategies, plans, and policies. He leads the executive management committee and is a member of the board of directors. Bill has served as a director of Hormel Foods Corporation (NYSE: HRL), a global branded food company, since November 2018 and as its Lead Director since January 2023.

Bill joined Constellation in 2015 as EVP, chief growth officer. In 2016, his role expanded to include leadership of the Wine + Spirits Division. In 2017 he became the company's chief operating officer and in 2018 his role expanded to include president. Bill previously served as president, North America at Beam, Inc. Under his leadership, Beam became one of the fastest-growing companies in its category.

Previous appointments include president, Beam Spirits U.S. (2008-2010); president, Beam Wine Estates (2005-2007); president and CEO, Allied Domecq Wines USA (2002-2005); CEO and board director, wine.com (1999-2001); managing director, U.S. and global marketing officer, LVMH Chandon Estates (1996 – 1999).



## **David Barnett**

PRESIDENT, MARK ANTHONY BRANDS

An accomplished executive with 20+ years of progressive leadership experience, David has built his career across all facets of the Beverage Alcohol industry. David joined Mark Anthony in September of 2022 as Chief Commercial Officer before moving into his role as President of Mark Anthony Brands in September of 2024. In this role, David has overall accountability for the US RTD and Spirits businesses and indirect commercial oversight of the newly created LRB business.

Prior to Mark Anthony, David spent 18 years with Diageo where he held leadership positions including Sr. Vice President U.S Spirits, US Head of Advanced Analytics, Vice President – US Customer Marketing, and Global Vice President – Don Julio Tequila.

David graduated with his BA in International Business and Management from Dickinson College, where he was a collegiate soccer player, and holds an MBA from the University of Rochester in New York. He resides in Highland Park, IL with his wife, Marina, and their two children.



## **Brian Feiro**

PRESIDENT OF US SALES, MOLSON COORS

Brian Feiro has built a diverse background in the beer and beverage industry across more than 20 years with Molson Coors. He started on the distributor side with Miller Brewing in 2002, then progressed through roles in commercial operations and revenue management. He eventually transitioned to the customer side of the business with MillerCoors and later Molson Coors, managing a series of major relationships that included the Southeast Region Chain and the US Walmart business.

In 2017, he moved into the Regional Vice President role, managing distributor and customer relationships in 10 central US states. After two years leading the US customer organization as Chief Customer Officer, he became Molson Coors' President of US Sales on Jan. 1, 2023.



## *Jim Koch*

FOUNDER AND BREWER, BOSTON BEER COMPANY

A key predictor of career success is early work. Enterprising teenagers gain a competitive advantage. Jim Koch mowed lawns, shoveled snow, and laid blacktop on driveways. He had a paper route during his four years in college. He interrupted graduate school to teach mountaineering at Outward Bound.

Armed with a BA, MBA, and JD degrees from Harvard, he became a manufacturing consultant at Boston Consulting Group but soon yearned to have his own business. Despite having quite the pedigree – after all, the Koch family boasted 5 generations of brewers prior to Jim – starting a beer company seemed crazy. Three behemoths dominated the industry and could easily crush newcomers. Or could they?

In 1984 Jim founded the Boston Beer Company using a 150-year-old family recipe and named his beer Samuel Adams Boston Lager. Six weeks later it was voted Best Beer in America at the Great American Beer Festival. By the time Jim took the company public in 1995, Sam Adams was available nationwide. In 2000, he relinquished the President and CEO title, and became Executive Chairman as well as Founder and Brewer.



## *Tom McReavy*

CHIEF REVENUE OFFICER, SAPPORO-STONE BREWING COMPANY

With over two decades of experience in sales leadership, Tom currently serves as the Chief Revenue Officer of the Sapporo-Stone Brewing Company, overseeing the Sales for both brands in the U.S. He joined Stone Brewing in March of 2021. His previous beer experience was with the Lagunitas Brewing Company where he was Senior Vice President of Sales from 2017-2021.

For over 15 years, Tom also worked at and held various leadership roles at Activision/Blizzard, including Vice President of Sales, where he oversaw the launch of such popular video games as Call of Duty, Guitar Hero, and Skylanders.

Tom began his career at General Mills where he performed business and sales development functions for various business units.



## *Simon Wuestenberg*

U.S. CHIEF SALES OFFICER, ANHEUSER-BUSCH

Simon leads Anheuser-Busch's U.S. sales organization, including management of the company's six commercial regions, chain retailer partnerships, owned distribution network, and industry leading sales force. He has been with the company for since 2006, most recently as President of AB ONE. During his time in the company's European zone, he held leadership roles in sales and general management and led the growth transformation of the company's Italian business.



## Austin Sawyer

PRESIDENT, CMC

Austin Sawyer is a dynamic and results-driven executive with a proven track record in the beverage and brand development sectors. He is currently the President of CMC where he leads the company's strategic growth and oversees all operations. Austin co-founded the company in 2020 and served as the Vice President of Business Development for the first six months, driving key initiatives and business expansion. CMC works with 150+ of the best suppliers in the industry, has more than 80 full-time employees and works with their partners on Shared Sales Reps, Market Expansion, Retail Marketing, National Accounts and Beverage Operations.

With over a decade of experience in the beverage industry, Austin has worked with some of the most respected brands in the market. Prior to founding CMC, he spent nearly eight years at Hand Family Companies, where he held the position of Vice President of Craft, Imports, and Specialty Brands. His leadership in supplier relations, brand introductions, and account programming was instrumental in driving growth across Illinois, Tennessee, and Kentucky.

Austin is passionate about the beverage world, and his deep understanding of its intricacies allows him to create long-lasting partnerships and drive sustainable growth for his companies. As President of CMC, he continues to focus on maximizing growth opportunities and delivering exceptional value to partners, with a commitment to making the beverage industry the best it can be.



## Kyle Cooke

FOUNDER OF LOVERBOY & FLOWERBOY

Kyle Cooke – entrepreneur and cast member of Bravo's hit reality series "Summer House" - is the founder of Loverboy, the premium beverage brand reinventing the traditional ready-to-drink category with high-quality, low-calorie sparkling hard teas and canned cocktails.

Most recently, Kyle founded Flowerboy, a hemp-derived "Social Soda" infused with functional ingredients that not only give you a slight buzz but counteract the common side effects of THC such as feeling tired and anti-social. Flowerboy is available direct-to-consumer leveraging Loverboy's digital-first platform but will soon expand via select wholesale and retail partnerships.

Since getting his MBA from Babson College in 2011, Cooke has founded a number of startups across industry sectors, all designed to complement a wellness-focused lifestyle, including Loverboy, which he founded in 2018.



## Scott Selix

CO-FOUNDER, CLIMBING KITE

Scott is a proud graduate of the University of Iowa Tippie College of Business and College of Law. After several years in private practice at Dorsey & Whitney in Minneapolis, Scott rejoined Big Grove Brewing in Iowa City, where he previously worked during college, to become their General Counsel and Lead Brewer. In 2019, he and his wife opened Lua Brewing, which is now ranked as one of the fifty best breweries in the United States. Currently, Scott is CEO of HYFR Hospitality, a hospitality group based in Des Moines. He is also a Co-Founder and General Counsel of Climbing Kites, one of the beverage industry's fastest growing brands. Scott serves on several nonprofit boards and was President of the Iowa Brewers Guild from 2019-2024. He currently lives in Des Moines, IA with his wife and three kids.





## *Tom Steffanci*

PRESIDENT, DEUTSCH FAMILY WINE & SPIRITS

Tom Steffanci leads Deutsch Family Wine & Spirits, the marketer and importer of wine and spirits behind Josh Cellars, the fastest-growing wine brand in the U.S. Deutsch Family Wine & Spirits markets wine and spirits from family-owned companies around the world.



## *Chris Steffanci*

PRESIDENT & CEO, COLUMBIA DISTRIBUTING

Chris Steffanci is the President and CEO of Columbia Distributing, one of the largest total beverage distributors in the United States, based in Seattle, Washington. With 28 years of experience in the beverage industry, Chris is known for his high-energy, results-oriented leadership style. He is a transformational leader who blends strategic vision with an unwavering commitment to empowering teams at every level of the organization. His ability to inspire collaboration and drive alignment has been a critical factor in his success, helping organizations adapt to change and achieve sustainable growth.

Throughout his career, Chris has led diverse teams, navigated complex business landscapes, and inspired innovation through senior leader roles across sales, marketing, and strategic operations. He began his career at E. & J. Gallo Winery before transitioning to the beer industry, where he found his true passion. Over the years, Chris has held key leadership positions with some of the most prominent global and domestic brewers, including Diageo, Heineken USA, and Pabst Brewing Company.

In October 2007, at the age of 34, Chris was recognized with New York's 40 Under 40 award while serving as Senior Vice President of Sales for Heineken's U.S. operations. He is an active member of the Pacific Northwest Chapter of the Young Presidents' Organization (YPO) and the American Cancer Society's CEOs Against Cancer Washington State Chapter. Chris has been featured in various industry publications, including Beverage Journal, and is a sought-after speaker at industry events, sharing his insights on leadership, strategy, and the future of the beverage distribution landscape.

Chris holds a Bachelor of Science in Economics from Plymouth State University in New Hampshire.



## Sarah Bakx

PRESIDENT, TREASURY AMERICAS BOLD BRANDS

Born and raised on the East Coast, Sarah Bakx has nurtured an entrepreneurial spirit evident in every role, from a boutique luxury start-up winery to some of the largest corporate wine, spirits, and non-alcohol entities for over 25 years. Sarah has worked with Gallo, FIJI Water, Casa Dragones and became the first female Division Vice President of Sales at Constellation in 2017.

Sarah finds opportunities everywhere, breaks barriers, and continues to be an accomplished and energetic force within the industry. Although she has honed her skills across various sales roles, her most rewarding professional accomplishments continue to be leading, motivating, and developing high-performing teams through creative and sometimes unorthodox tactics.

Since 2020, Sarah has been a core member of the Treasury Americas Leadership Team and led the business's sales team as Chief Sales Officer. In July 2024, Sarah became President of the Bold Brands consumer-obsessed business unit of Treasury Americas and has led a dynamic team that aims to push the boundaries with market-disrupting brands, such as Drop of Sunshine. Sarah believes that Treasury Americas' innovative brands and a courageous and ambitious team can achieve the unimaginable. As a Wine Business Monthly 2024 Wine Industry Leader, Sarah has been recognized for her leadership in redefining what it means to connect through wine.

In 2021, the elite Young President's Organization (YPO) asked Sarah to join their association, bringing new global opportunities both personally and professionally. A passionate voice for the LGBTQIA+ community, Sarah is the Treasury Americas executive lead for the TWE Pride employee resource group and continues to advocate within the organization. A sense of community and unity is also prevalent, as Sarah has volunteered her time with many associations over the last two decades, including Habitat for Humanity, the American Cancer Society, and St. Jude's Children's Research Hospital.

Sarah's personal time is spent enjoying the ocean, fine wine, and great food with her loving family and cherished friends.



## Shanna Prevé

VP, ENTERPRISE SALES & BUSINESS DEVELOPMENT, DOORDASH

Shanna Prevé is a seasoned business leader with extensive experience in technology platforms, API integrations, and developing disruptive consumer products. She specializes in leading high-impact, data-driven teams and collaborating with Product & Engineering teams to introduce new platforms.

Currently, Shanna heads Business Development for Cloud Gaming, overseeing content acquisition and hardware/software distribution. Her team manages global game relationships with mobile & TV operators, OEMs, and other key players in the hardware ecosystem, while also overseeing co-marketing and regional partnerships.

Her expertise spans global strategy, partnerships, go-to-market planning, and business development across games, consumer products, e-commerce, and technology.



## *Julka Villa*

GLOBAL CMO, CAMPARI GROUP

Julka Villa is an accomplished strategic leader with 25 years of experience in the alcoholic beverage and beauty industries across Europe, South America, and North America. She specializes in building high-performing portfolios and consumer-centric brands that drive sustainable growth. Passionate about creating memorable consumer experiences, she values diversity, creativity, and team collaboration, thriving in dynamic, multicultural environments.

As Chief Marketing Officer at Campari Group, Julka oversees the marketing strategy and execution for a portfolio that includes iconic brands such as Aperol, Campari, SKYY Vodka, Wild Turkey, Grand Marnier, Appleton Estate, Espolon Tequila, and Courvoisier. Her role encompasses category and brand strategy, innovation, packaging, media optimization, and overall P&L management.



## *Shawn Schiffer*

PRESIDENT, FOLEY FAMILY WINES & SPIRITS

Shawn Schiffer is the President of Foley Family Wines & Spirits, a position he has held since July 2019. With nearly three decades of experience in the beverage alcohol industry, he has led teams at prominent companies including WX Brands, Wirtz Beverage, and Diageo.

Shawn holds degrees from Central Connecticut State University and the Gonzaga University School of Law, and served as an infantry officer in the United States Army. He currently resides in Napa, California.



## *Alex Evans*

CMO, BROWNE FAMILY WINE & SPIRITS

Alex Evans brings over twenty-five years of wine industry experience to her role as Precept's Chief Marketing Officer and President of the Grape & Grain private label division. Since Precept launched in 2003, Alex has been at the helm of all product innovation, marketing, communications, tasting rooms and new business development. Today, Precept Wine is the largest privately held wine producer in the Pacific Northwest and one of the fastest-growing US wine companies.

Prior to Precept, Evans held marketing roles at Constellation Wines U.S. and Corus Brands. She lives and works in Seattle, WA with her husband (Willie) and their children (John and Blythe). In addition to her role at Precept, she most recently served as principal, teacher and guidance counselor of her esteemed home school throughout the pandemic.



## *Kaleigh Theriault*

DIRECTOR OF THOUGHT LEADERSHIP, NIQ BEV ALC VERTICAL

Kaleigh has 9 years of NIQ experience and considerable background working with clients in multiple categories. She has been involved with the Beverage Alcohol category for the last five years working on Thought Leadership, industry insights, and client specific business questions and projects.

Kaleigh brings a unique skillset of analytic capabilities, as well as commercial selling story creation, and has significant background in bringing consumer insights to the forefront in support of sales trends. She has been pivotal in the NIQ strategy and tactics for Beverage Alcohol as the industry changes and develops.



## *Jon Berg*

VP BEVAL THOUGHT LEADERSHIP

Jon Berg brings 20+ years of experience in the beverage alcohol industry, making him a sought-after authority on consumer behavior, market trends, and beverage alcohol marketing. After beginning his career in pharmaceutical sales at Pfizer, Jon transitioned to beverage alcohol, taking on key roles at MillerCoors, Bacardi USA, and LVMH Moët Hennessy.

His expertise spans commercial insights development, category management, shopper research, and retail pricing strategy. Jon's hands-on research has spanned major markets across the U.S. and Canada, as well as global projects in Europe, providing him with a truly comprehensive perspective on the industry.

Jon has always been a NIQ client, and is now part of the Thought Leadership team at NielsenIQ. He regularly collaborates with beverage alcohol brands across all segments to deliver insights that shape success in a competitive marketplace. Known for his forward leaning presentation design and data-driven approach, Jon is here to provide actionable strategies to help your brand thrive in today's dynamic landscape.

Get ready for an insightful session that pairs industry expertise with forward-thinking solutions!



## **Darryl Brooker**

CEO, LWX WINES

Darryl is the Chief Executive Officer of LWX. LWX sources, imports and distributes private label alcoholic beverages, primarily wine and spirits, to large national and regional chain retailers in the United States.

Darryl Brooker initially began his career in the global wine industry as a winemaker at Mountadam Vineyards in the Barossa Valley, Australia. Wine industry roles followed in New Zealand, working for Villa Maria Estates in Marlborough and Hawkes Bay before relocating to Canada in 2003.

After holding progressive production, operations and management roles, Darryl most recently held the role of President for the Mark Anthony Group, overseeing the farming, production, operations, sales, and finance for a group of six wineries in the Okanagan Valley, British Columbia. Over his 25-year career in the wine industry, Darryl has built global relationships and has sourced bulk and bottled wine from all the major global regions.

Darryl holds a Bachelor of Applied Science – Wine Science degree from Charles Sturt University in Australia and he also has a Graduate Diploma in Wine Business from Adelaide University. More recently, Darryl completed the Wine Executive Program at the University of California, Davis.



## **Alex Drew**

SVP NATIONAL ACCOUNTS, SOUTHERN GLAZER'S WINE & SPIRITS

Alex Drew is an executive leader with a proven track record in strategic and commercial leadership across the food, beverage, and vapor industries. She excels at gathering, analyzing, and communicating data to diverse audiences, driving profitable sales growth and market share expansion.



## **Kryss Speegle**

MW, EVP OF WINEGROWING, O'NEILL VINTNERS & DISTILLERS

Kryss Speegle MW is the Executive Vice President of Winegrowing at O'Neill Vintners & Distillers, one of California's fastest-growing wine producers and a leader in sustainability.

With over a decade at O'Neill, Kryss oversees all aspects of grape sourcing, vineyard operations, and winemaking, while also leading the company's business-to-business sales division. As a member of the executive leadership team, she plays an instrumental role in shaping the company's strategic direction. Prior to her tenure at O'Neill, Kryss held various winemaking roles across Northern California. She also develops and teaches wine studies courses, mentors young professionals, and is passionate about building knowledge and inspiring future talent in the wine industry.

Kryss earned her BA in History from the University of Virginia and MS in Food Science/Enology from the University of California, Davis. She holds a Diploma from the Wine & Spirit Education Trust (WSET) and is a member of the Institute of Masters of Wine.



## ***Pete Marino***

PRESIDENT, BARDSTOWN BOURBON CO.

Peter Marino is the President of Bardstown Bourbon Co., where he focuses on scaling the business and expanding its reach both domestically and internationally for Bardstown Bourbon Co., Green River Distilling Co., and affiliated brands.

Marino, who has been consulting with the company for the past 10 months, brings over 30 years of global experience in the beverage alcohol industry. Prior to joining Bardstown Bourbon Co., he served as President of the Emerging Growth division at Molson Coors, where he led the introduction of ZOA energy drink and the Coors Whiskey Company, while overseeing their Latin American, craft beer, and distribution businesses.



## ***Jeff Steinberg***

CEO, BRINDIAMO GROUP

Jeff Steinberg is the CEO of Brindiamo, bringing over 30 years of experience in finance, strategy, and business operations. He oversees the company's growth in the U.S. and its global expansion.

Throughout his career, Steinberg has successfully scaled high-growth companies by focusing on premium services, client satisfaction, and strong team development. At Brindiamo, he is transforming the company from a bulk sourcing provider into a full-service whiskey partner, helping brands, investors, and industry partners navigate the whiskey process from wood to glass.

A Harvard graduate, Steinberg also serves as Senior Advisor to Aquiline Capital Partners and Susquehanna Growth Equity, and sits on the board of several companies, including Quicken.



## ***Marian Leitner-Waldman***

CO-FOUNDER AND CEO, ARCHER ROOSE

Marian Leitner-Waldman is the Cofounder and CEO of Archer Roose, a wine company focused on combining world-class winemaking with sustainable packaging.

She holds a B.A. in International Relations from Johns Hopkins University and has been recognized as a MassChallenge Finalist and a Babson Breakaway Challenge Finalist. With operations in Argentina, Chile, France, and Italy, Marian resides in Boston's South End with her family.





## Zech Francis

SVP GLOBAL MARKETING, BEATBOX

Zech Francis is a creative brand builder in the consumer goods industry, with a track record of success in both apparel and beyond. Early in his career, he built several popular apparel brands and has since invested in and advised various consumer goods brands. Currently, Zech is focused on growing BeatBox, the #1 fastest-growing ready-to-drink cocktail brand in the U.S.

He resides in Laguna Beach, California, and has two young sons, Saxon and Liam.



## Rachael Lowe

NATIONAL DIRECTOR OF BEVERAGE, LEVY RESTAURANTS

Rachael Lowe developed a passion for fine dining and wine at an early age, starting as a waiter while studying in Chicago. After moving to New York in 2004 to pursue a Master's in Food Studies at NYU, she was hired as assistant sommelier at Café Gray. She went on to hold roles at the Mandarin Oriental and Gordon Ramsay at The London.

In 2008, she moved to Napa to work with the Thomas Keller Restaurant Group, where she became a sommelier at Bouchon. In 2009, she passed the Advanced Exam through the Court of Master Sommeliers with the highest score and received the Rudd Scholarship. After returning to Chicago in 2010, she became Beverage Director at Spiaggia and was promoted two years ago to Director of Beverage for the Levy Restaurant Group.



## Melanie Batchelor

MANAGING DIRECTOR, CAMPARI AMERICA

Melanie Batchelor is the Managing Director of Campari America, a growing powerhouse in the U.S. spirits market. With more than 30 years of experience in business and the last 13 years with Campari Group, Batchelor has left an indelible mark on the U.S. and global beverage industries. Known as an empowering, thoughtful, approachable and decisive leader, Batchelor has successfully led and impacted teams around the world to deliver strong results, while creating environments where people feel valued, respected and thrive.

Before taking the helm in the U.S., Batchelor served as the Managing Director of Campari Canada, and prior to that held roles such as Global Vice President of Spirits and Vice President of Marketing for the U.S with Campari. Her strategic vision and ability to motivate and inspire teams have propelled some of the world's most iconic spirits brands to new heights.

In her current role, Batchelor oversees all aspects of the U.S. business, focusing on the growth and premiumization of the portfolio. She leads a team of 500 passionate Camparistas, fostering a culture of excellence, innovation and belonging.



## **Ryan O'Hara**

CEO, MHW

Ryan O'Hara is the CFO at MHW, Ltd. Prior to this role, he was an Associate at The Blackstone Group from 2011 to 2014. He also held several positions at Morgan Stanley, including Investment Banking Summer Associate (2015), Investment Banking Summer Associate (2016), and Financial Associate (2009-2011).

Ryan holds an M.B.A. from the University of Chicago Booth School of Business with concentrations in finance, accounting, and entrepreneurship, and a BS in Accounting and Finance from Florida State University - College of Business.

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## **Amanda Hale**

SVP SUPPLIER BUSINESS DEVELOPMENT - SPIRITS, BREAKTHRU BEVERAGE GROUP

Amanda Hale is the Senior Vice President, Supplier Business Development – Spirits at Breakthru Beverage Group. In this role, she works to enhance the company's national supplier strategy, focusing on superior execution of suppliers' brand goals and programs.

Hale's efforts will aim to elevate the supplier experience and position Breakthru as the distributor partner of choice through exceptional performance and comprehensive activation.

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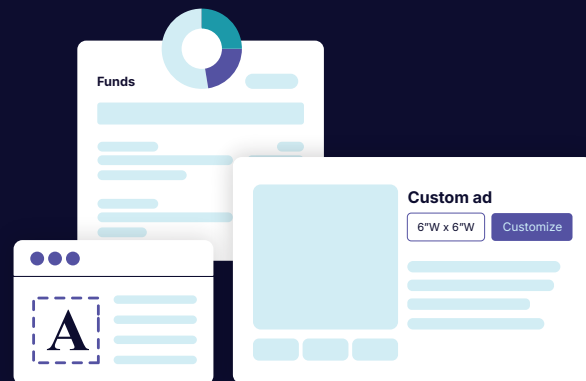
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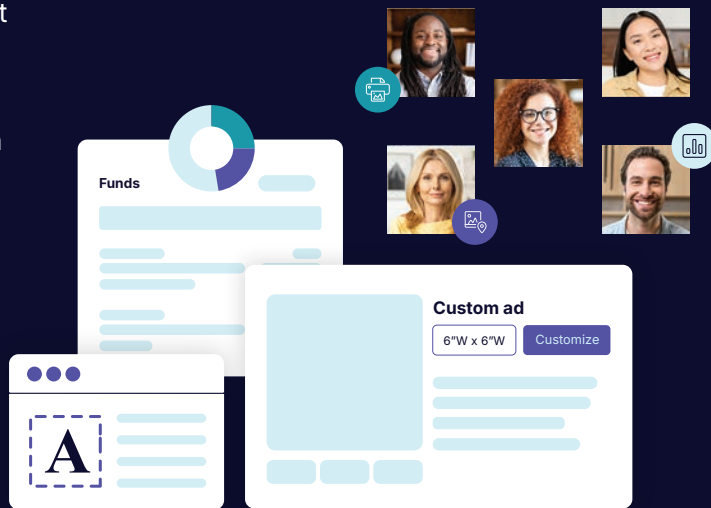
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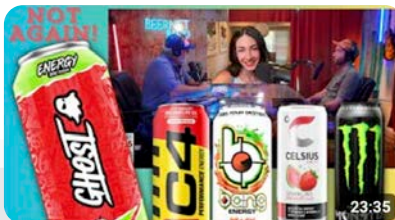
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