

# SOVOS ShipCompliant

## 2024 Sovos ShipCompliant Wine Summit Speaker Bios

### **Victoria Anderson**

#### **Sales & Marketing Director, Hudson Ranch and Vineyards**

Born and raised on the windward side of Oahu in Hawaii, Victoria began her journey in the wine world as a retail buyer, quickly progressing to obtain her Level 2 Sommelier Certification through the Guild of Master Sommeliers. In 2013, Victoria made the leap across the pond to Northern California. Victoria had the privilege of managing the sales teams at Vérité Estate, the Spire Collection, Larkmead Vineyards and Chalk Hill Estate. In 2023, Victoria obtained her Executive MBA from Sonoma State University and transitioned to the role of Sales and Marketing Director for Hudson Napa Valley.

### **Matthew Botting**

#### **General Counsel, California Alcoholic Beverage Control**

Matthew Botting was appointed to the position of ABC General Counsel in August 2008. He has 16+ years of state government legal experience. He was ABC's Chief Legal Counsel from 2000-2004 before he left for a short time to work in private practice. Matt returned to ABC in 2005 where he served as a Staff Counsel III until his appointment to General Counsel. Prior to joining ABC in 2000, Matt was a Deputy Attorney General with the California Department of Justice.

### **Nigeria Cole**

#### **Administrative Operations Specialist, Sonoma State University**

Nigeria Cole is a former educator and tech industry operations manager and is currently the business operations manager for Sonoma State University's Wine Business Institute. Aside from analyzing industry data insights on headwinds and employee retention efforts affecting the business of wine, she identifies prospective scholarship recipients for programs that promote diversity and equity in the wine industry. Nigeria's unique blend of experience in education and large-scale project management equips her to contribute not only to the operational aspects of the wine industry, but also to the educational and community engagement facets.

### **Ian Consoli**

#### **Marketing Director, Tablas Creek Vineyard**

Ian grew up a mere 8.6 miles from Tablas Creek Vineyard in the historic township of Roblar. After graduating from Templeton High School, his ambition was to move to a place more industrious than the beautiful rolling hills of green that can seem stifling to a teenager, finding himself in Southern California. After a decade of developing his sales and marketing skills, he decided to pursue his newer, more logical ambition to return to those green hills. He found himself in Tablas Creek's tasting room, where, after only a year, he was fortunate enough to be promoted to the marketing department, where his decade of experience could benefit the wine and company he had fallen in love with.

### **Melanie A. Full**

#### **Associate General Counsel, Gallo**

As Associate General Counsel at Gallo, Melanie provides legal guidance, training and interpretation of current and proposed laws in the domestic alcohol regulatory and advertising arena. She addresses labeling, marketing and trade practice issues for more than 100 wine brands, as well as general compliance with federal, state and other regulatory bodies affecting the alcohol space, including those governing sustainability and product recyclability. Melanie is the primary attorney for all legal matters (including use permits and licensing) concerning Gallo's multiple tasting rooms and DtC brands.

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## **Steve Gross**

### **Vice President, State Relations, Wine Institute**

Steve Gross has been at the Wine Institute since 1986, where his duties entail overseeing the activities of Wine Institute's six State Relations Regional Counsels and Regional Managers as they address state legislation affecting the wine industry, as well as coordinating Wine Institute's legislative and regulatory activities with staff, contract lobbyists and member wineries.

## **Bahaneh Hobel**

### **Partner, Dickenson Peatman & Fogarty**

Bahaneh Hobel heads DP&F's Alcohol Beverage Law and Compliance practice and is a partner in the firm's wine law practice group. Bahaneh's practice focuses exclusively on all aspects of alcohol beverage law and regulation for wineries, breweries, distilled spirits plants, importers, wholesalers and retailers. On the regulatory side, Bahaneh's areas of expertise include state and federal licensing, tied house laws, state and federal labeling regulations and approvals, changes in control and winery/brewery/distillery sales, franchise laws, trade practices including advertising, sponsorships, festivals and special events, third party marketing, contests/sweepstakes and direct shipping laws.

## **Quinton Jay**

### **Managing Director, Bacchus Consulting Group**

Quinton Jay is Managing Director and Founder of Bacchus Consulting Group. Concurrently, Quinton is the proprietor of Bacchus Wine Shop (BWS), a full-service retail merchant of fine wines and craft beers. Prior to BCG and BWS, Quinton was Managing Director of Bacchus Capital Management, a niche private equity firm that specialized in wine industry investments. Quinton's winery management experience includes roles at Artesa Winery, Etude Wines and Bonny Doon Vineyards. Prior to the wine industry, Quinton worked at The Coca-Cola Company and Bank of America.

## **Alex Koral**

### **Regulatory General Counsel, Sovos ShipCompliant**

Based in Boulder, Colorado, Alex serves as lead legal researcher for beverage alcohol regulation at Sovos ShipCompliant and has become a leading expert on interstate distribution of alcohol. He has spoken on the topic at many industry events including DTC Wine Symposium, Oregon Wine Symposium, CiderCon, Craft Brewers Conference, American Craft Spirits Association Convention as well as meetings of the National Council of State Liquor Administrators and the National Liquor Law Enforcement Association. Alex has been in the beverage alcohol arena since 2015, after receiving his J.D. from the University of Colorado Law School.

## **Chuck Maniace**

### **VP, Regulatory Analysis & Design, Sovos ShipCompliant**

As vice president, regulatory analysis and design at Sovos, Chuck Maniace lives and breathes tax. For him, job No. 1 is ensuring Sovos customers remain fully compliant as rates, rules and requirements change around them. When Chuck signed up to become an indirect tax expert nearly 20 years ago, he had no preconceived notions about his work garnering significant public attention. Today, Chuck is a respected industry voice routinely appearing in publications such as the Wall Street Journal, Forbes and Bloomberg. He has been listed among Accounting Today's Top 100 Most Influential people for four years.

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## **Rob McMillan**

### **EVP & Founder, Silicon Valley Bank Wine Division**

Rob McMillan is one of the top wine business analysts in the United States and the author of Silicon Valley Bank's highly regarded annual State of the Wine Industry Report. With decades of experience researching the wine business, his views are sought after and trusted by winery owners, journalists, entrepreneurs and investors. He is a prominent speaker, both domestically and internationally, and he is extensively quoted in national, regional and trade press. He has also been named several times as one of the Top 50 Most Influential People in the US wine industry.

## **Lexie O'Neill**

### **Director, Product Management, Sovos ShipCompliant**

Lexie O'Neill serves as the Director of Product Management for Sovos ShipCompliant. She started her career with Sovos in 2015 on the Support team, where she learned the ShipCompliant product and got to know our customers. Today, she leads the strategy and vision for our new, modern product experience. She enjoys skiing, camping, and spending time outdoors in beautiful Colorado.

## **Jennifer Purcell**

### **CEO, Avaline**

Jennifer Purcell is CEO of Avaline, a wine company founded by Cameron Diaz and Katherine Power that is raising the standard in the industry by making organic wine more accessible. While at the helm, Avaline has grown to the #2 organic wine brand in the country and become the third fastest growing wine brand within the top 150 wine brands nationally. Before joining Avaline, Jen was CFO of Lumi, a high-growth packaging sourcing and management platform serving DTC companies, and VP, Finance & Corporate Strategy at Thrive Market for nearly four years as it grew from \$25MM to over \$200MM in revenue.

## **Carol Reber**

### **Winery Board Member, previously Chief Marketing & DTC Officer at The Duckhorn Portfolio**

Carol Reber is an omni-channel advisor and independent board director focused on helping transform high potential beverage businesses into industry leaders. She currently serves as an independent Board Director for private equity-backed companies Far Niente Wine Estates, Rack & Riddle and Arterra Wines (Canada) and as an Advisory Board Member for Fresh Victor, a premium line of cold-pressed, all-natural cocktail and mocktail mixers. From 2010 to 2022, Carol served as EVP Chief Marketing & DTC Officer and Senior Advisor at The Duckhorn Portfolio where through innovation, organic growth, direct-to-consumer expansion and M&A, Carol helped scale revenue by 12x.

## **Aniko Ritchie**

### **Industry Education Technical Advisor, Alcohol and Tobacco Tax and Trade Bureau (TTB)**

Aniko Ritchie is the Industry Education Technical Advisor in the Office of Outreach at TTB. Previously, Ms. Ritchie was part of the Office of Special Operations group, where she worked as a Special Operations Investigator for four years, working FAA Trade Practice cases. Ms. Ritchie was also an investigator for the Western II District for six years, primarily focusing on wine and tobacco. Before joining TTB, Aniko served in the United States Air Force and was a Special Agent for the Department of Homeland Security. Ms. Ritchie's primary area of expertise is in the alcohol industry, with a particular focus on wine.

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## **Rebecca Stamey-White**

### **Partner, Hinman & Carmichael LLP**

Rebecca Stamey-White is a partner representing the alcoholic beverage, hospitality and cannabis industries and their investors and service providers. Rebecca helps her clients secure and maintain their required alcohol and cannabis licenses by providing licensing, production, distribution, sales and marketing counsel and defending clients before regulatory bodies when their licenses are at risk. She frequently works with clients at the intersection between the alcohol, cannabis and/or hemp industries and provides special regulatory counsel to other law firms.

## **Risa Williams**

### **Investigations Sergeant, Arizona Department of Liquor License and Control**

Sergeant Risa Williams has been with the Arizona Department of Liquor for 12 years and has been a police officer for 16 years. During her time with the Arizona Department of Liquor, she has filled many different roles, including as a field investigator in the Tucson and Phoenix offices. She had been a CUB (Covert Underage Buyer) coordinator, a trade practice detective working with wholesalers and suppliers, trained many local governing bodies, and worked with many community coalitions. Sergeant Williams is a subject matter expert on trade practice matters. Sergeant Williams currently supervises special agents in the Trace Practice squad, which focuses on preventing DtC violations.