



**SOVOS ShipCompliant**

# **2022 Sovos ShipCompliant Wine Summit**

Napa Valley Marriott | April 13-14, 2022

## **Speakers**

### **Janelle Christian**

**Director, Office of Industry and State Outreach, TTB**

Janelle Christian is the Director of the Office of Industry and State Outreach of the Alcohol and Tobacco Tax and Trade Bureau (TTB). In this role, Ms. Christian focuses on communication and outreach for TTB-regulated industry members. Some of her primary efforts include coordinating TTB participation at TTB-regulated industry member conferences and trade shows; identifying training opportunities for industry members to encourage voluntary compliance with TTB laws, regulations, and requirements; and serving as a liaison with industry members and industry trade associations. Ms. Christian joined TTB in 2011 as a Presidential Management Fellow in the Advertising, Labeling and Formulation Division. Ms. Christian received a bachelor's degree in economics from Oregon State University in 1999. She obtained a master's degree in public administration from Columbia University in 2003 and a law degree from the University of Oregon in 2011.

### **Larry Cormier**

**VP, General Manager, Sovos ShipCompliant**

As general manager of Sovos ShipCompliant, Larry sets the strategy for the product roadmap and directs the company's customer-facing activities. With 25+ years of executive leadership in the creation of cloud computing, software-as-a-service and e-commerce platforms, Larry combines a strong customer-first focus with a deep appreciation for the power of software to simplify complex processes.

### **Alicia Cronbach**

**Founder, Cronbach Law Group**

A Sonoma County native, Alicia began her wine industry career in the hospitality side of the business conducting tours, tastings and blending seminars at Ravenswood winery in Sonoma. After becoming an attorney in 2007, Alicia moved to the Legal Department at Treasury Wine Estates Americas, promoting to Regional General Counsel to the Americas in seven years. In 2017, Alicia joined Duckhorn Wine Company as their first in house lawyer, eventually working as Deputy General Counsel before departing in April 2019 to start her own firm. Alicia founded Cronbach Law Group PC in 2019 to focus on project-based alcohol regulatory work, including steering wineries, law firms and brokers through the complex maze of winery transactions and integration. Alicia is also adjunct faculty at Sonoma State University's School of Business and Economics and Napa Valley College, teaching wine law, regulation and public policy for Sonoma State University's Professional and Executive MBA programs and winery recordkeeping and compliance at NVC.

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**Robert de Ruyter****Assistant General Counsel, California Alcoholic Beverage Control****Ed Feuchek****General Manager, Farm Collective Napa Valley**

Ed Feuchuk is marketer and mistake maker with over 15 years of experience building innovative DtC wine brands. As the General Manager for Farm Collective Napa Valley, Ed has led creative, strategic, and technical initiatives for brands like Tank Garage Winery, James Cole Winery, Regusci Winery, and T-Vine Winery. With a passion for authentic experiences and renegade marketing, Ed and his work have been featured in Adweek, the New York Times, Wine Spectator, and more.

**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 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. Bahaneh also assists her clients with all contracts and agreements related to their operation in the alcohol beverage industry, including celebrity brand agreements, alternating proprietor agreements, custom crush agreements, distribution agreements, winemaker agreements, transitional service agreements (related to the purchase or sale of a winery, brewery or distillery) and trademark license agreements.

**Lia Jones****Executive Director, Diversity in Wine and Spirits**

Lia Jones founded the nonprofit organization Diversity in Wine and Spirits after two decades of hospitality industry experience, including tenures at Charlie Palmer's Kitchen 22, Michael White's Ristorante Morini, and Eleven Madison Park. Lia has completed courses with Bar Smarts, the Sommelier Society of America and went on to become a Certified Sommelier with the Court of Master Sommeliers, and is completing the Wine and Spirit Education Trust Level 4 diploma program. She is one of the leading DEI professionals in the food and beverage industry, holding professional certification in Diversity and Inclusion from Cornell University. Lia has been featured in Wall Street Journal, New York Times, Forbes, VinePair, The Somm Journal, Imbibe, and many other publications. Lia was named one of Wine Enthusiast's 40 under 40 Tastemakers of 2020 and was recognized as Wine Business Monthly's Wine Industry Leader 2020 honoring change makers.

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**Sandra Taylor****CEO, Sustainable Business International**

Sandra Taylor is CEO of Sustainable Business International LLC, a consulting business that assists clients at various stages of environmental sustainability and corporate social responsibility in the food and beverage sectors. Previously Sandra was a senior executive with Starbucks Coffee Company in Seattle, where she led global responsibility and sustainability in coffee and cocoa supply chains. She is the author of *The Business of Sustainable Wine*, published in July 2017. Sandra received her JD from Boston University School of Law and is a graduate of the Wine MBA program at The Bordeaux School of Management in France.

**Rachel Woods****The Wine Nerd**

Rachel Woods, aka The Wine Nerd, is co-founder and CEO of Vinebase, an e-commerce platform whose goal is to make it crazy easy for wine lovers to buy directly from wineries. When the pandemic hit, Rachel was inspired to build Vinebase to help wineries tell an authentic and mission-driven story, paired with state-of-the-art shopping experiences to meet what the modern consumer is looking for. Prior to Vinebase, Rachel has had a passion for both wine and technology. By day, Rachel was at Facebook, leading research and development projects to improve ads tools for small businesses. By night, she consulted for winemakers, industry organizations, and other wine startups, using data to inform marketing and strategy, many of which have been published on her well-read blog, *The Wine Nerd*. Rachel has been featured in VinePair, Wine Searcher, and Forbes, among others.