

2025 Sovos ShipCompliant Wine Summit Speaker Bios

Sandra Beals

Founder, DTC Wine Workshops

Sandra Beals, founder of DTC Wine Workshops consulting agency, is a wine consumer engagement & direct sales specialist based out of Northern California. She and the DTC Consultant Network support winery teams throughout the US, Canada and Australia with proven tools and training solutions. Sandra is a frequent speaker at wine industry events across the globe and publishes expert articles on direct-to-consumer wine sales best practices. Sandra is past president of Women for WineSense Napa Sonoma and former Executive Director of the Calaveras Winegrape Alliance. She has served as a steering committee member for the DTC Wine Symposium and Wine Business Monthly WiVi Conference Central Coast.

Roger Clayton

Partner, Strike, Kerr & Johns

Roger Clayton represents alcohol suppliers and retailers nationwide. Roger assists clients with trade practice issues, marketing promotions, events, tied-house compliance, third-party alcohol delivery, interstate direct shipping and ecommerce, distribution agreements, state and federal licensing, and license protest proceedings. He also represents clients in administrative actions, and conducts alcohol regulatory due diligence for corporate restructures, mergers and acquisitions. Prior to joining the firm, Roger was a practicing litigator in an international law firm. His extensive trial experience is useful when defending clients in administrative actions brought by the California Department of Alcoholic Beverage Control. Roger is admitted to practice law in the State of California.

Megan Currie

Executive Director, Memberships and Fulfillment, Lawrence Wine Estates

Megan's eight years of experience in DtC wine sales span the entire sales funnel, from email marketing to tasting room sales and hospitality to membership and sales operations. She has helped luxury wine brands like Turnbull, Heitz Cellar, Stony Hill Vineyard and Burgess Cellars to catapult their wine club growth and optimize their sales operations. In her current role as Executive Director of Membership and Fulfillment for Lawrence Wine Estates, Megan has used a combination of feedback surveys, targeted pilot programs, and obsessive data gathering and analysis to precision-hone the features and initiatives of six brands' wine club programs to add value to members' lives, driving engagement and loyalty through a strong sense of belonging and brand purpose.

Robert de Ruyter**Assistant General Counsel, Calif. Department of Alcoholic Beverage Control**

Robert de Ruyter has been with the Department of Alcoholic Beverage Control for six and a half years, serving as the Assistant General Counsel for the past five years. In this role, he oversees the Department's regulatory program and is responsible for drafting regulations that clarify and explain the laws passed by the Legislature that affect the Department. He played a key role in creating the legislatively mandated Responsible Beverage Service (RBS) program and continues to assist the industry in understanding the rights and responsibilities of license holders. Robert has been a licensed attorney in California for more than 12 years.

Lindsey Eddy-Cort**Senior Vice President, DtC, Foley Family Wines & Spirits**

Bio coming soon

Tracy Genesen**Associate General Counsel, GALLO**

Bio coming soon

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.

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.

Aniko Kasprian

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

Aniko Kasprian is the Industry Education Technical Advisor in the Office of Outreach at TTB. Previously, Mrs. Kasprian 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. Mrs. Kasprian's primary area of expertise is in the alcohol industry, with a particular focus on wine.

Evan Shirley**Associate Partner, Clarkston Consulting**

Evan is an associate partner in Clarkston's management and operations practice, a unit of the firm focused on helping clients solve their strategic and business transformation challenges. He has spent his career serving clients on topics such as corporate strategy, strategic growth, mergers & acquisitions, and business transformation. He frequently works with senior executives to drive competitive advantage through development of new capabilities, products, and ways of working. His consulting experience spans the food, beverage, durables, health and beauty, consumer healthcare, pet, and retail industries among others.

Brian Simas**Principal, Simas Law**

Brian Simas provides experienced counsel to alcohol beverage and agribusiness industry stakeholders, with practices in alcohol beverage industry commercial and real estate transactions, mergers and acquisitions, licensing, and trade compliance. Brian's beverage industry practice and client relationships are underpinned by his dual degrees from Cal Poly San Luis Obispo in Wine & Viticulture and Agricultural Business and extensive work experience in the alcohol beverage industry. Brian is an Adjunct Professor in the Wine and Viticulture Department at Cal Poly San Luis Obispo, where he teaches an upper-division course in wine law and compliance. He regularly speaks at symposiums, universities and continuing education seminars on alcohol beverage law.

Maggie Tillman**Owner/Sales & Marketing, Alta Colina Vineyard & Winery**

Co-owner Maggie Tillman has spent more than 15 years navigating sales and marketing in the wine industry with a focus on high-touch, DtC sales. At Alta Colina Vineyard & Winery, a 3,500-case, family-owned operation, Maggie has helped grow the business into a small but mighty innovator and continues to loathe writing about herself in the third person. While meticulous estate farming and creative, focused winemaking are Alta Colina's foundation, Maggie and the team have infused the business with fresh ideas. From the Trailer Pond Vineyard campground to the newly launched A.C. SIPscription, they've added offerings to complement the traditional wine club while engaging a wider audience.

Judd Wallenbrock

Chief Executive Officer, Somerston Estate and Priest Ranch Wines

Judd Wallenbrock is perpetually inspired by the depth and nuance of the wine industry, and brings four+ decades of experience to Somerston Estate and Priest Ranch wines. Since the 1980s, he's held a range of roles at influential Napa Valley estates including global vice president of marketing at Robert Mondavi, president of Michel-Schlumberger, and president and chief executive officer of C. Mondavi & Family. He also founded Humanitas Wines in 2001 as a social enterprise supporting charitable causes. Known for his marketing savvy and commitment to building wine culture, Wallenbrock has earned wide respect across the industry.