

## **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.

### **Janelle Christian**

#### **Director, Office of Outreach, TTB**

Janelle Christian is the Director, Office of Outreach for the Alcohol and Tobacco Tax and Trade Bureau (TTB). In this role, Janelle focuses on preparing educational materials and coordinating and conducting outreach for TTB-regulated industry members to encourage voluntary compliance with TTB laws, regulations and requirements. Janelle joined TTB in 2011 as a Presidential Management Fellow after graduating with a law degree from the University of Oregon.

### **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**

Lindsey Eddy-Cort is a dynamic leader and innovator in the wine industry, currently serving as the Senior Vice President of Direct to Consumer at Foley Family Wines. With 15+ years of experience spanning brand strategy, experiential marketing and consumer engagement, Lindsey is known for transforming DtC operations into purpose-driven, guest-centered ecosystems that drive loyalty, growth and connection. At Foley Family Wines, she oversees a diverse portfolio of winery hospitality, e-commerce and wine club teams. Lindsey is passionate about building mission- and values-led cultures, creating curated consumer journeys, and leveraging data to elevate every touchpoint. She is also a champion for women in leadership, and mentors emerging talent with authenticity and empathy.

**Tracy Genesen**

**Associate General Counsel, GALLO**

Tracy Genesen is a seasoned legal professional with extensive experience in the wine and spirits industry. She currently serves as Associate General Counsel at GALLO, a position she assumed after her tenure as Vice President and General Counsel at the Wine Institute. Throughout her career, Tracy has been recognized for her expertise in constitutional and regulatory law, particularly concerning the wine industry. Notably, she played a significant role in the landmark Supreme Court case *Granholm v. Heald*, which addressed interstate wine shipping laws. In addition to her corporate roles, Tracy has taught wine law at several prestigious institutions, including UC Berkeley School of Law, Stanford Law School, Harvard Law School and UC Davis School of Law.

**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.

**Nic Loyd**

**Field Investigator, TTB**

Nic Loyd is a Field Investigator with the US Treasury Department's Alcohol and Tobacco Tax and Trade Bureau (TTB). Nic's role involves conducting revenue, product integrity and application investigations into various businesses including wineries, breweries, distilleries and tobacco manufacturers. Nic also participates in several workgroups that focus on tax simplification, training for new investigators and other key matters. Nic's career has consisted of several different chapters, but a common theme in each of his roles has been productive and robust interaction and discussion with the agricultural community, especially winegrape growers and wineries.

**Natalie Scotto Woods**

**Director of Operations, Scotto Cellars**

Natalie is an integral part of the Scotto family's fifth generation of company leadership as COO and Operations Director of Scotto Cellars. She is also a Proprietor of both Steele Canyon Cellars in Napa Valley and the J. Woods Beverage Group headquartered in Concord, Calif. Her history and accomplishments over the past 10 years with the Scotto family's diverse wine and cider portfolio is a testament to her inner drive and wide-ranging business acumen.

**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.

### **Kendra Spencer**

#### **Creative Director, Cline Family Cellars**

Kendra Spencer is a seasoned Creative Director with 23 years of experience in the wine industry, working across both Napa and Sonoma Valleys. Her design expertise spans from large corporate wineries to small, family-owned producers. For the past four years she has been at Cline Family Cellars, where she has overseen the visual identity and storytelling as the company transitions to second-generation ownership. Her work ensures that the careful balance of their rich heritage and their exciting new future is clearly and consistently communicated across every touchpoint.

### **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.

**Nathan Westfall****Founder, Vine Valley Analytics & Strategy**

Nathan Westfall builds the digital scaffolding that modern wineries now depend on. As founder of Vine Valley Analytics & Strategy, he designs custom apps when off-the-shelf tools miss the mark—think AeroCast, which folds live weather into shipping decisions, and the only direct Beambox/Commerce7 integration for instant tasting-room lead capture. His shop's broader mandate is simple: write people-first software that lets cellar crews and CFOs spend more time with Pinot and less time with pivot tables. Nate also serves as Manager, Business Intelligence & Data Analytics at The Donum Estate, where he turns raw vineyard, hospitality and e-commerce data into forecasts that drive pruning schedules, club retention tactics and margin-friendly growth.