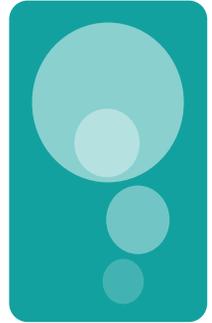




Kimberly Pratt
Director of Marketing
DTC Wine
Workshops



Kimberly Pratt, a native Californian, is the Director of Marketing for DTC Wine Workshops. Kimberly brings over 20 years experience, both domestically and internationally, in the field of communications and marketing. With degrees in history and national security from the University of California San Diego (BA) and Georgetown University (MA), Kimberly began her career as a communications manager and speechwriter for the Japanese Ambassador to the United Nations in Vienna, Austria.

In addition to politics, Kimberly worked in communications for high tech companies in the Silicon Valley for many years and, most recently, in the insurance industry as an art and wine insurance agent. She worked with avid wine and art collectors, museums and galleries to properly manage their risks. As the marketing manager for her firm, Kimberly was responsible for mixed media outreach to grow the insurance program.

In the wine industry, Kimberly was tasting room manager for Twisted Oak Winery in Vallecito, California, and she was integral in the opening of the second tasting room location at the winery in 2004. Responsible for onsite sales and activities, she grew the wine club membership and helped manage events at the two tasting room locations.

In 2009, Kimberly married and returned to her hometown of Murphys in the Sierra Nevada foothills—a town with over 20 wineries located on its Main Street—to begin a family. She and her husband share a love of wine and dabble in home winemaking. Since then, she has done marketing consulting and event management for other wineries, including Newsome-Harlow Wines and Four Winds Cellars, as well as for the Calaveras Winegrape Alliance, an organization that promotes the wineries of Calaveras County.

As Director of Marketing, Kimberly is thrilled to marry her passion for wine with her talent for effective communications and marketing.