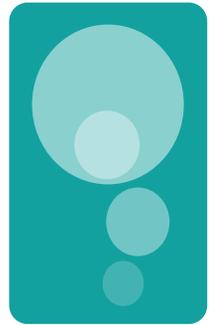




Sandra Hess
Founder
DTC Wine
Workshops



Sandra Hess, Founder of DTC Wine Workshops, supports wineries large and small in the areas of technology and process improvements to grow direct to consumer wine sales. James Morrow, E-Winery, has called her a *“business leader with ready wit and customer rapport.”*

Sandra most recently presented at the International Wine Forum in Mendoza, Argentina around direct to consumer wine sales best practices. Sandra presents DTC sales and marketing fundamentals to the wine marketing students at Fresno State University, co-moderated the Wine Club Manager Workshop at Direct to Consumer Wine Symposium, South San Francisco January, 2014 and has been recognized by Alf Nuciforo, Chairman of the Luxury Market Council San Francisco for her contribution in the DTC E-Commerce Technology Panel at DTC Done Right conference, Hall Wines, February, 2014 *“Sandra, the scorecards are in and the verdict is unanimous. Your panel discussion was a huge hit. We've had rave reviews about the information you conveyed and the candor of your comments.”* In May, 2014 Sandra joined a panel at the ShipCompliant DIRECT conference in Napa to present DTC shipping statistics and national wine consumer demographics to an audience of winery managers and owners.

DTC Wine Workshops is a group of consultants, supporting wineries nationally best practices for increasing direct sales, building customer loyalty and marketing to target audiences based on preferences and interests. Sandra has been a guest speaker in the “Wine Biz Cast” series and has also produced direct to consumer Road Shows throughout the West Coast for The Winery CRM (Microsoft Dynamics CRM product), e-Winery Solutions, WineDirect, Vin65 and VinTank. Sandra also publishes a DTC Wine Sales Blog at: <http://dctwineworkshops.com/blog>.

Prior to joining the wine industry, Sandra supported companies nationally and globally in the areas of online marketing, public relations, CRM software, compliancy management and workflow automation solutions.