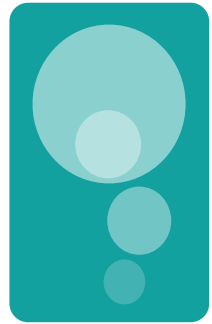




Sandra Hess
Founder
**DTC Wine
Workshops**



Sandra Hess is a direct to consumer sales and customer engagement strategist supporting wineries throughout the US, Canada and Australia. Sandra founded DTC Wine Workshops Consulting Agency, based out of the San Francisco Bay Area, in July 2013 and also launched an online training division in August 2014. Sandra publishes the DTC Wine Case Study Series and is a frequent speaker at wine industry events nationally and globally. Sandra serves as a steering committee member for the DTC Wine Symposium and an advisory board member for the Wine Business Monthly WiVi Conference Central Coast. Sandra has also formed a partnership with Wine Tourism Australia to offer online training webinars to winery teams across Australia and New Zealand. In addition to her professional contributions, Sandra is the President of Women for WineSense Napa Sonoma chapter. Prior to joining the wine industry, Sandra supported businesses nationally and globally in the areas of CRM software implementations, compliance management software solutions, customer engagement workflow automation and sales strategy.

Sandra launched the DTC Consultant Network in August 2014 to offer a full-service solution by matching direct wine sales and marketing specialists with winery teams on a project or retainer basis. Sandra has been featured in Forbes, Wine Business Monthly, Wines & Vines, Silicon Valley Bank on Wine and was a keynote speaker at the International Wine Forum in Mendoza Argentina, October 2014. Sandra developed the first of its kind, Direct-to-Consumer Roadshow Program for Vin65/WineDirect and The Winery CRM (Microsoft Dynamics CRM solution).

Sandra most recently moderated a panel discussion at UNIFIED Wine & Grape Symposium in Sacramento January 2018 on *"Direct to Consumer: The Big Picture"*. Wineries of BC featured Sandra as a keynote speaker at the Direct to Consumer Wine Canada Conference in November 2016. In June 2016, Sandra moderated a panel, *"DTC Wine Case Studies Revealed"* at the DIRECT ShipCompliant Conference in San Francisco. Sandra joined Rob McMillan in May 2016 for a live Video-Cast to analyze results from the Silicon Valley Bank Tasting Room Survey. In April 2016, The Paso Robles Wine Country Alliance invited Sandra to present a workshop on *"Customer Engagement & Retention Best Practices"*. Sandra presented a lecture at Merryvale Vineyards in St. Helena, CA on *"DTC Wine Sales Best Practices"* in November 2015. Sandra is a regular guest presenter on DTC wine sales and marketing fundamentals at Fresno State University wine business program and mentors college students studying wine business.

Alf Nuciforo, Chairman of the Luxury Market Council San Francisco recognized Sandra for her contribution to the DTC Winery E-Commerce Technology Panel at the "DTC Done Right" conference, Hall Wines, Saint Helena, CA 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"*.

DTC Wine Case Study Series: <https://dtcwineworkshops.com/events/case-studies/>
DTC Sales Blog: <https://dtcwineworkshops.com/blog/>