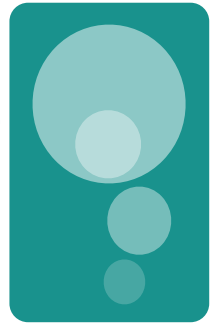




**Sandra Hess**  
Founder  
**DTC Wine**  
**Workshops**



Sandra Hess is a direct to consumer sales and wine consumer 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 formed a partnership with Wine Tourism Australia in 2017 to offer online training programs to winery teams across Australia and New Zealand. In addition to her professional contributions, Sandra is the Past-President of Women for WineSense Napa Sonoma chapter. Prior to joining the wine industry, Sandra supported businesses nationally and globally in the areas of Customer Relationship Management (CRM) software solutions, compliance management software solutions, customer engagement workflow automation and sales/marketing strategic planning.

Sandra has been featured in Forbes, Wine Business Monthly, Wines & Vines, Market Watch, 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 publishes a DTC Sales Blog at: <https://dctwineworkshops.com/blog/>.

Sandra most recently served in a panel discussion at UNIFIED Wine & Grape Symposium in Sacramento January 2019 on "*Customer Journey Mapping*". Wine Industry Suppliers Australia hosted Sandra at the IMPACT Conference in Adelaide as the keynote speaker on "*Top Wine Consumer Engagement Strategies*" in October 2018. 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 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.