



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 presented a session on DTC Best Practices to the marketing students at Fresno State Winery in September, 2013 and also co-moderated the Wine Club Manager Workshop at Direct to Consumer Wine Symposium, South San Francisco January, 2014. Further 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 continues to share latest trends in DTC wine sales with the ideal combination of technology and processes. *“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 Workshops shares best practices for building customer loyalty and translates a wine brand into effective DTC sales programs by making the customer the focal point. 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 and compliancy management software solutions.