



## MEDIA CONTACT

Michael Bilello  
Senior Vice President, Communications & Marketing  
[michael@wswa.org](mailto:michael@wswa.org) | (202) 243-7506

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## WSWA ANNOUNCES STAFF PROMOTIONS AND TEAM RESTRUCTURING TO BETTER SERVE AMERICA'S FAMILY-OWNED WINE & SPIRITS WHOLESALERS

**WASHINGTON, D.C., 06/02/2020** – Today, Wine & Spirits Wholesalers of America (WSWA) President & CEO Michelle Korsmo announced the promotion of seven team members and the creation of the Member Advocacy department to better serve almost 400 family-owned member companies, nationwide.

“We have grown stronger, and in many ways more connected and agile over the past few months, and I see daily examples of our team living WSWA’s mission to be an indispensable resource to our members so they can, now more than ever, thrive in a shifting and dynamic marketplace,” said Korsmo of the changes. “It is my responsibility as CEO to ensure that we are strategically structured, our team is positioned to play to their strengths, and we accomplish the mission.”

**Catherine McDaniel**, formerly Vice President of Federal Affairs will be joining the Executive Team as **Senior Vice President, Member Advocacy**. In her new role, McDaniel will be responsible for top-to-top advocacy, grassroots efforts, the WSWA-PAC and member recruitment and retention.

**Kari Langerman** will also be joining the Executive Team as **Vice President, Meetings and Conventions**. In her new role, Langerman will be responsible for the execution of the annual WSWA Convention & Exposition as well as the smaller meetings we hold for our members throughout the year.

**Dawson Hobbs** and **Jo Moak** will continue to focus on Government Relations and Legal and Regulatory challenges facing wholesalers, respectively, while taking on a larger view of the association’s work in new **Executive Vice President** roles.

“WSWA is hitting a new stride, and I’m excited to welcome new members to the Executive Team,” said Moak. “Catherine and Kari have a deep knowledge of our members and are going to bring new ideas and ways of thinking that will make the association even stronger.”

“I’ve had the pleasure of working with Catherine and Kari for well over a decade and know that their combined 27 years of industry experience will benefit the Executive Team. Their new roles will add additional value to member advocacy efforts as well as critical member engagement activities from virtual meetings to WSWA’s convention.” added Hobbs.

As data continues to play a pivotal role in making advocacy efforts smarter and more targeted given the regulatory and policy landscape, **Bob Wiggans** will be taking on a new role as **Senior Director, Database Services** to better serve WSWA members with data management and analytics service and support.

**Emily Magram** will be taking on the role of **Senior Manager, Marketing Communications**, a critical position with the Communications Team, working to actively raise the profile of the WSWA brand while promoting association series of real and virtual events, as well as campaigns and initiatives.

**Austin Mendes** will be continuing in his current role as a Federal Affairs Coordinator but adding **interim Membership Advocacy Coordinator** responsibilities to his daily work.

“I am proud of the way the entire WSWA team has stepped up to meet our members’ needs during this unprecedented time,” said Korsmo, “I know this is the right team to bring the association forward to meet and overcome the challenges that face America’s wine and spirits wholesalers, as well as uncover new opportunities in the dynamic, post-COVID-19 marketplace.”

#### **About Wine & Spirits Wholesalers of America**

WSWA is the national trade association representing the distribution tier of the wine and spirits industry, dedicated to advancing the interests and independence of distributors and brokers of wine and spirits. Founded in 1943, WSWA has more than 380 member companies in 50 states and the District of Columbia, and its members distribute more than 80 percent of all wine and spirits sold at wholesale in the United States.

To learn more, please visit [www.wswa.org](http://www.wswa.org) or connect with us on [Facebook](#) or [Twitter](#).

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