



**NATHAN STERN** Vice President of Direct to Consumer Sales, Crimson Wine Group, Ltd.



Nathan comes to Crimson Wine Group from BevMo!, where he was most recently employed as the head of customer relationship management, responsible for developing and implementing an industry-leading CRM and loyalty programs, all direct marketing channels, and leading the insights and customer service teams. Nathan's extensive beverage industry experience includes key roles focused on commercial, marketing and wine supply at companies including Treasury Wine Estates, Foster's Brewing Group, Coles Liquor, and Altria Group Inc.

In addition to his beverage industry experience, Nathan's diverse background includes more than fifteen years in business planning and consulting roles. Nathan holds a Business and Law degree from Victoria University in Melbourne, Australia.