



JENNIFER LOCKE Chief Executive Officer
Crimson Wine Group, Ltd.



With extensive global experience in the fine wine sector, Jen joined Crimson Wine Group as its Chief Executive Officer in December 2019. She brings to the company inspirational leadership skills and an industrywide reputation for delivering results and leading high-performing teams in a collaborative and innovative style.

Prior to joining Crimson, Jen was Senior Vice President of U.S. Luxury and Direct-to-Consumer Sales, Americas, at Treasury Wine Estates (TWE), a publicly traded global wine company, based in Melbourne, Australia. A Northwest native, Jen previously was Director of National Wholesale, Export and Direct-to-Consumer Sales at Willakenzie Estate and was Pacific Senior Regional Sales Manager at Chalone Wine Group. She began her hospitality industry career more than 20 years ago as a wine buyer and training manager at several fine-dining restaurants in Seattle.