

# BRIAN BAKER

Vice President, Sales and Marketing

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Brian Baker is VP Sales and Marketing at Chateau Montelena Winery in Calistoga, CA. He oversees all sales and marketing activities-- including the sales channels of US and International wholesale and Direct to Consumer as well as all aspects of Marketing including brand stewardship, PR, Sales Promotion and Advertising. Before his promotion to VP Sales and Marketing, Baker served as the Director of Consumer Direct Sales overseeing the retail, hospitality, and wine club and e-commerce efforts of the winery.

Prior to Chateau Montelena, Baker served as Vice President Consumer Relationship Management at Jackson Family Wines. During his tenure at JFW, Baker evolved enterprise wide consumer direct systems and strategies, implemented new POS and database systems, developed cutting edge customer segmentation and acquisition programs, and created tangible systems to measure wine sales by channel and marketing programs for more than 30 of the JFW wineries.

Before joining Jackson Family Wines, Baker spent 18 years in the travel industry, including a post as VP marketing for the San Francisco Convention and Visitors Bureau (now SF Travel) and Executive director of worldwide marketing for Dollar Rent a Car. While in San Francisco, he pioneered the "Foodie Marketing" strategy, created "Dine about Town" (now entering its 10th year) and the "I Left My Heart in San Francisco" line of merchandise. At the SFCVB, Baker developed a multi-million dollar national Foodie marketing program using innovative partnerships which incorporated multinational food and wine and credit card companies.

He is an accomplished professional speaker and facilitator, speaking on technology, current marketing trends, the wine industry, direct sales, internet marketing, "The American Foodie" and one-to-one relationship marketing. He is a member of the faculty of the U.S. Chamber of Commerce Foundation's Institute of Organization Management and an accomplished professional in the field of luxury marketing.

Baker has passed his first level of the Court of Sommeliers and earned his CSW accreditation in Nov 2011. He is also an accomplished wine and spirits judge; currently serving as a judge for the San Francisco International Wine Competition.

He currently serves as Chairman of the California Travel Industry Association, and has served as chairman the Direct to Consumer Wine Symposium from 2009-2012. He also serves on the Communications Committee of the Wine Institute.

Baker earned his Bachelor's degree in Journalism and Speech Communication from the University of Southern California.

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