

Dianne R. Maher
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EXPERIENCE

Maher Advisors, St. Helena 2008 – present

- Strategic planning: assist wineries with business plan development, long range and annual planning, brand identity and positioning.
- Tactical programming: create trade and consumer-focused marketing plans, develop and implement programming, manage special projects.

Icon Estates (fine wine division of Constellation Wines US), St. Helena 2003 – 2008

Group Marketing Director

- Responsible for the marketing of luxury brand portfolio within Icon Estates, including Robert Mondavi Winery, Franciscan, Simi Winery, Mount Veeder Winery, and Inniskillin Icewines.
- Organized and directed the long range strategic and annual planning processes.
- Managed trade and consumer promotional program and collateral development, packaging development, and operations and production planning.
- Co-leader of a cross-divisional team gathered to understand and enhance the equity of the Robert Mondavi brand globally. After more than a year of groundbreaking work, results included first ever planning, packaging, and advertising coordination across brand tiers and Constellation divisions.
- Managed staff of five, including three Brand Directors, in-house Creative Services Director and team, and Associate Brand Manager.

Diageo Chateau and Estate Wines, Napa 2002 – 2003

Brand Manager, Beaulieu Vineyard

- Developed and executed fiscal year and long range business plans for the largest and most profitable DC&E brand, including budgets, volume forecasts, and marketing plans.
- Built and grew innovative consumer-focused one to one marketing programs.

Seagram Chateau and Estate Wines Company, Rutherford 1999 – 2002

Brand Manager, Barton and Guestier

- Developed and implemented strategies and programs for SC&E's largest volume brand, delivering double digit growth in a flat category.
- Initiated package redesign and successful national relaunch with domestic agency, global production, and national sales partners.
- Managed public relations program development and execution in conjunction with agency and internal resources.

Franciscan Estates, St. Helena 1996 – 1999

Brand Manager

- Developed and executed annual brand plans and managed brand budgets for Franciscan Oakville Estate, Mount Veeder Winery, and Veramonte.

Sales Analyst

EXPERIENCE, CONT.

Coca-Cola Enterprises, Oakland 1992 – 1994
Sales and Marketing Coordinator

- Planned and executed promotional activities for Northern California region, including chain grocery consumer programs and sports property sponsorships.

EDUCATION

Boston University
Master of Arts, International Relations 1996

University of California, Los Angeles
Bachelor of Arts, Political Science 1992

UC Davis Continuing Education
Wine Executive Program 2001
Wine Marketing Short Course 1996