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WSWA HIRES NICOLE ANDERSON AS MANAGER OF SALES & BUSINESS DEVELOPMENT

Wine & Spirits Wholesalers of America President & CEO Michelle Korsmo today announced the hiring of Nicole Anderson as Manager, Sales & Business Development

WASHINGTON, D.C. 09/28/2020 – Wine & Spirits Wholesalers of America (WSWA) President & CEO Michelle Korsmo today announced an expansion of the organization’s Business Development Team with the hiring of Nicole Anderson. In her new role as Manager of Sales and Business Development, Anderson will focus on expanding WSWA’s industry depletion data initiative SipSource and connecting key industry sponsors to WSWA virtual and in-person events.

“We are thrilled to bring Nicole on board,” said Korsmo. “Her extensive experience in the hospitality sector gives her a keen insight to our SipSource customer base and potential sponsors during a time when thoughtful partnerships are vital.”

“Nicole’s track record of success in the meetings and convention space is invaluable to our team,” said Vice President, Meetings and Convention Kari Langerman. “She understands how important the connection between sponsors and programming can be and is experienced in delivering meaningful partnerships for her clients.”

Prior to joining WSWA, Anderson was the Account Director at Convene, a modern meetings venue and co-working space where she handled large enterprise and key accounts and was responsible for generating new leads for all of the DC area properties. Before her time at Convene, Anderson spent 6 years at Lansdowne Resort and Spa in Leesburg, Virginia where she led a team of eight sales managers.

“I’m ready to hit the ground running,” said Anderson. “This industry is built on personal connections and I am excited to start engaging in this space. Our programming already brings vital resources to our members and connecting with the right sponsorship partners can amplify our messaging and add tremendous value.”

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 or connect with us on [Facebook](#) or [Twitter](#).

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