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**WSWA HIRES ALENA MCGONIGLE AS
SENIOR COORDINATOR, COMMUNICATIONS AND MARKETING**

WASHINGTON, D.C., 06/14/2021 – Wine & Spirits Wholesalers of America (WSWA) President and CEO Michelle Korsmo today announced the hiring of Alena McGonigle, who will join the Communications and Marketing Team as a Senior Coordinator. In her new role, Alena will work closely with senior executives, the Meetings and Conventions Team and the Government Affairs Team to craft and distribute internal and external communications.

“WSWA is excited to expand our Communications Team and continue to be an indispensable resource for our members,” said Korsmo. “Alena brings a combination of communications, project management and member-relations experience to the table--we’re thrilled to have her aboard.”

Prior to joining WSWA, Alena was a Communications Associate at Berman & Company, managing a portfolio of clients, crafting communication and marketing materials, pitching to the media, and creating website and social media content. Before Berman & Company, Alena worked for the Manhattan Institute for Policy Research, where she was a program manager for the Adam Smith Society, a chapter-based association for MBA students.

“I’m honored to join the team and contribute to the continued success of WSWA and the family-owned wine & spirits distributors it represents,” said McGonigle. “I’m ready to dive right in and support the strategic communications efforts of the association.”

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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