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WSWA ANNOUNCES DEPARTURE OF PRESIDENT AND CEO MICHELLE KORSMO, ANNOUNCES NEW EXECUTIVE SEARCH

Korsmo to Helm National Restaurant Association

WASHINGTON, D.C., 02/15/2022 – Wine & Spirits Wholesalers of America (WSWA) today announced President and CEO Michelle Korsmo will leave in April to helm industry partner, the National Restaurant Association.

“Under Michelle’s leadership, WSWA has successfully navigated through unprecedented marketplace shifts and industry challenges, strengthened our advocacy work at both the federal and state levels, and restructured the association’s leadership to be more agile and responsive to the needs of wine and spirits wholesaler member companies throughout the country,” said WSWA Chairman Chris Underwood, Board of Managers RNDG-West.

Korsmo joined WSWA in 2018 and was vocal about the hardships the hospitality industry faced at the height of the COVID-19 pandemic. “I’m particularly proud of the work we did to designate wholesalers across the country as essential employees, to equip our members with tools and guidance on best operating practices during the pandemic, and the collaborative effort with industry partners to reinstate the meals deduction tax credit,” said Korsmo about her advocacy work with WSWA.

Under her leadership, WSWA in partnership with state wholesaler associations focused on bringing the 21st Amendment, and the industry it supports, into the 21st century by promoting local, licensed delivery and educating lawmakers about the public health and safety concerns related to the interstate direct-to-consumer shipping of beverage alcohol.

While at WSWA, Korsmo also restructured the association’s governance to better serve all levels of membership and meet evolving industry needs. “I’m incredibly lucky to have worked with this team,” said Korsmo. “Being an indispensable resource to members calls a team to work smarter and have passion for what you do and who you do it for – it is our ‘why’ at WSWA.”

“Our executive leadership team collectively holds nearly 70-years of industry experience and is an incredible resource for our members as they continue to navigate a dynamic marketplace,” said Underwood on what’s next for WSWA. “Over the course of the next year, we look forward to working with them as well as the WSWA Board of Directors to identify and usher in a new candidate that will build on the great foundation Michelle developed at 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.

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