



MEDIA CONTACT

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MICHAEL BILELLO PROMOTED TO EXECUTIVE VICE PRESIDENT, STRATEGIC COMMUNICATIONS AND MARKETING

WASHINGTON, D.C., 03/09/2022 – Wine & Spirits Wholesalers of America (WSWA) today announced the promotion of Michael Bilello to Executive Vice President, Strategic Communications and Marketing.

“Michael has transformed WSWA's communications, media relations, and marketing team in the three years he has been at the Association,” said WSWA CEO and President Michelle Korsmo. “In his new role, Michael will continue to strengthen the Association’s ability to advocate for our members and represent their interests to lawmakers, media, and consumers.”

In December 2020, Bilello started the WSWA Access Initiative with the express goal of elevating craft, startup and small production wine and spirits brands by positioning WSWA’s members, and their decades of industry experience, to share industry insights, expertise, best practices, and tips to new and emerging brands. Led by Bilello, the WSWA Access Advisory Council published the 2021 WSWA Distribution Playbook – a first-of-its-kind look into successful craft brands with trade insight and information from owners and operators that gives startups the best opportunity for scalable growth, nationwide.

Prior to joining WSWA, Michael served The Transportation Security Administration (TSA) as a politically appointed Assistant Administrator (TSES) for strategic communications and marketing where he led a team of 95 communications and marketing professionals. While there, Bilello represented the United States at international security summits, often spoke on behalf of TSA and its 50,000 employees and led the agency’s first rebranding effort since its founding soon after September 11th. Bilello is also the former CEO of Centurion Strategies and served as a U.S. Marine Officer where he gained leadership and management experience during combat operations in Iraq.

“I’m fortunate to be supported by and work with an amazing team on a daily basis, so I am never at this alone,” said Bilello. “I appreciate the opportunity to continue to advocate for the most successful wine and spirits marketplace in the world and the independent wholesalers who make it so!”

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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