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WSWA HIRES LISA KOENIG AS DIRECTOR FOR MEETINGS AND CONVENTIONS

WASHINGTON, D.C., 05/03/2022 – Wine & Spirits Wholesalers of America (WSWA) today announced the hiring of Lisa Koenig, who will join the meetings and conventions team full time as a Director. Koenig started working with WSWA in 2015 as a part-time consultant for WSWA’s annual convention. In her new role, Koenig’s responsibilities include planning and executing small to medium-sized meetings and events, as well as assisting in curating and running the annual convention.

“After working with Lisa for many years, I am thrilled she is joining WSWA full time,” said Kari Langerman, Vice President, Meetings and Conventions. “Lisa’s meeting planning expertise and experience has contributed to the successful events and conventions WSWA has held over the past seven years. Her dedication to our members and the success of the association is represented in the well-executed meetings and events she helps to plan.”

Prior to joining WSWA, Koenig spent over 20 years in the advertising industry, working for agencies such as TBWA\CHIAT\DAY and most recently Leo Burnett Worldwide where she was a Vice President Account Supervisor on global accounts such as Proctor & Gamble, McDonald’s, and Coca-Cola.

“I’m honored to join the WSWA team full time. I look forward to taking on a more significant role in planning meetings and helping to reimagine WSWA’s convention,” said Koenig. “I’m excited to continue to build relationships in the industry, while creating successful events for our members.”

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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