



COUNCIL FOR
LEADERSHIP
DEVELOPMENT

OF WSWA 2023

2023

CLD COMMITTEE



Lacey Sadoff

CLD Chairman

President

Badger Liquor

Lacey Sadoff is the 4th generation owner and president of Badger Liquor, Wisconsin's largest wine and spirits distributor.

With a background in marketing, Lacey places great value on branding, image and consistency. Under her direction, fresh and engaging content is created for Badger Liquor's website and social media channels. She has cracked the code of

the distributor no longer being seen as the middle man in the three-tier system, but instead the solid bridge that makes it all happen.

Lacey's keen awareness of trends and of what the Wisconsin consumer wants, gives Badger Liquor a distinct edge in bringing products to the state first. She also spearheaded a 150,000 square foot warehouse expansion in 2020 and is currently leading strategic initiatives in finance and business intelligence.

Her drive for continuous improvement has helped inspire growth and accountability throughout the company. With a continuing focus on education, she was instrumental in creating an in-house program, Badger University, which provides in-depth training in every aspect of the business through in-person classes and online courses. Her quest for knowledge and growth led her to Harvard Business School, where she completed the three-year Owner/President Management executive program in 2021.

A champion of women and diversity in the workplace, Lacey was a founding member of the Wine and Spirits Wholesalers of America Women's Leadership Council. Her philanthropic footprint is seen all over Wisconsin through her work with the Sadoff Family Foundation, The Lacey Sadoff Foundation, and in her presence on numerous non-profit boards across the state.

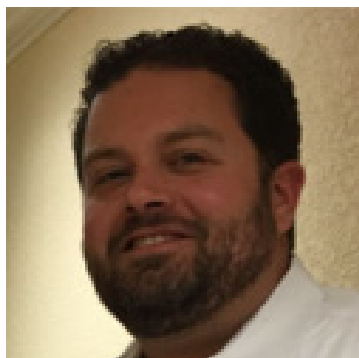


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Robert Becker

CLD Vice-Chairman

Vice President, Assistant Treasurer

Southern Glazer's Wine and Spirits

Robert Becker is third generation at Southern Glazer's Wine and Spirits, the largest wine and spirits distributor in the country. He currently sits as Vice President, Assistant Treasurer but has held several positions at the company during his 15-year tenure. Robert started in the Syracuse, NY office while in graduate school. After graduating he moved to the Metro New York office and worked in numerous roles including Purchasing, Sales, and Marketing. Now in the corporate office, he works closely with the company's bank group on treasury projects and financing needs.

Robert holds a Bachelors of Science and a Masters in Business Administration from Syracuse University. He also completed the Executive Leadership Program at Harvard University. Robert also serves as an officer on the Council for Leadership Development for the Wine & Spirits Wholesalers of America. He resides in Boca Raton, Florida with his wife, three children, and a crazy dog.



Sara Harmelin

CLD Secretary

Vice President, Digital Innovation

Allied Beverage Group

Appointed to the new role of Vice President of Digital Innovation in 2021, Sara began leading ABG's foray into Digital Strategy and E-commerce in the Spring of 2020, enabling the company to quickly develop capabilities in this area. She works closely with internal marketing teams and external partners like Provi and Drizly, and serves as a Transformation leader on Alli ABG's Digital Infrastructure & Ecommerce project, ALL/IN.

Sara started at Allied as part of the High Performance Leadership Program before shifting into Sales. For most of her tenure, Sara served as a Field Sales Manager in two divisions, covering on-and-off premise accounts alike, while holding other responsibilities in the company including Innovation and branding, and played an instrumental role in the planning of ABG's new office and warehouse facility.

Prior to joining Allied, Sara had careers in fashion merchandising and television development.

Like her father and grandfather before her, Sara is highly involved with WSWA, serving as an officer on CLD, Wholesaler Representative on the Access Craft Board and holding positions on other WSWA councils. Sara is active with Women's organizations such as Women of the Vine & Spirits. Sara graduated from Cornell University with a BS in Communications. She is a certified Yoga instructor and resides in New York City.



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Alan Rosenberg

CLD Treasurer

**General Counsel and Corporate Executive Vice President
Republic National Distributing Company**

Alan Rosenberg is the General Counsel & Corporate Executive Vice President for Republic National Distributing Company. Alan is responsible for leading, coordinating, and managing the RNDC Legal Department. He is responsible for supporting all RNDC regions, facilities, operations, sales, and support functions.

Alan has primary responsibility for directing, overseeing, and executing all RNDC legal matters, initiatives and strategies, including but not limited to industry-related legal matters, labor and employment, industry trade practice compliance, insurance, commercial and corporate negotiations, transactions, litigation, and corporate M&A initiatives.

Alan joined RNDC in July 2016 as its General Counsel & Vice-President, Legal. With over 28 years of legal experience, Alan successfully led and directed the creation and development of numerous corporate legal departments at both large multinational and national corporations within a multitude of highly regulated industries. Throughout his career, Alan served in roles of increasing responsibility, oversight, and management.

Prior to Alan joining RNDC, he served as the Vice President, Legal & General Counsel, Americas and Global Chief Privacy Officer for the Recall Corporation, a global leader in the information management industry. He also previously served as the Vice President, Investigations & Incident Response for LexisNexis, and, before its acquisition by LexisNexis, as ChoicePoint's Vice President, Privacy, Ethics & Compliance & Assistant General Counsel. In these roles, he led policy, compliance, privacy, corporate security, and audit teams for both companies. Alan also served as the General Counsel, Business Units and Vice President, Legal & Risk Management for NDCHealth Corporation, and subsequent to its acquisition by Wolters Kluwer Health, as its General Counsel, Healthcare Analytics & Vice President, Legal & Risk Management. Alan also served as Acting General Counsel for The Grady Health System in Atlanta, GA. Prior to transitioning to in-house counsel, Alan practiced in the area of litigation and liability defense work at the law firm of Swift, Currie, McGhee & Hiers, LLP.

Alan received his undergraduate degree, a Bachelor of Journalism with a concentration in Public Relations, from The University of Texas at Austin in 1989, and his Juris Doctorate from Georgia State University College of Law in 1993.



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Megan Iaccino

Brand Manager

Great Lakes Wine & Spirits

After receiving her BA from The School of Hospitality Business at Michigan State University, Megan (Ross) Iaccino began her career as an On-Premise Sales Associate at Glazers Wholesalers in Dallas.

After a successful two years, she returned to pursue a Masters Degree in Human Resources and Industrial Relations from the University of Minnesota Carlson School of Management. Interning for Brown Forman in Louisville KY focusing on Marketing and Diversity and Inclusion initiatives.

After graduation Megan moved to California working for the E&J Gallo Winery where she was a Hospitality Property Manager overseeing Gallo's Napa and Sonoma properties. She was promoted back to Minnesota with E&J Gallo as the Minnesota Fine Wine Manager in charge of retail where she resided until 2013 when she moved to Detroit.

Since returning to work for Great Lakes Wine & Spirits Megan has held multiple progressive Sales Management positions including District Manager, Retail Key Account Manager, Area Manager- OP and Brand Manager. She currently holds the position of Director of Marketing.

Megan has previously served as one of the founding members of the Women's Leadership Council at WSWA and is a proud member of The Women's Advocacy Committee and the Chairman of the Wine Committee with Michigan Beer and Wine Wholesalers Association. A second generation family member at Great Lakes Wine and Spirits, Megan currently works and resides in Detroit.



Justin Shaw

Director, Brand & Market Strategy

M.S. Walker, Inc.

Based out of Boston, Massachusetts, Justin directs the brand and marketing strategy for M.S. Walker, Inc. and is a craft brand development expert with decades of experience in the global wine and spirits market. Justin is a founding advisory council member for WSWA's Access Craft program.

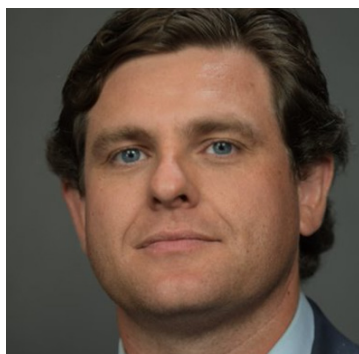


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Will Fix

**Operations Project Manager
Breakthru Beverage Group**

Will is an enthusiastic 4th generation owner of Breakthru Beverage Group within the Wirtz family. He is proudly named after his grandfather, William Wirtz. Over the past 2 years, Will has served on the Operations team where he works as a Project Manager. Among his many accomplishments, Will has successfully implemented c3, a dock scheduling software, that has optimized Breakthru's receiving capabilities. Will also led the production and logistics of Breakthru's

Driver and Warehouse recruiting videos, helping the company fill essential open roles within the operations team. Will prides himself on being a hands-on manager where you can often find him helping prepare orders with the night shift or assisting with inventory on a Saturday morning.

Prior to Operations, Will spent 6 years as a Sales Consultant in Illinois where he regularly exceeded his sales goals and was recognized as a top performer by partnering with his accounts to help them achieve their business objectives. He built strong relationships and passionately guided his customers to leverage Breakthru's portfolio to strengthen their businesses. Will successfully promoted a broad variety of wine, beer, and spirits brands to both on-premise and off-premise accounts. In 2017, Will was nominated by his sales manager for the tip of the spear award for being a best-in-class sales associate. Will was also awarded the Jack academy award in 2016, awarded to sales professionals across the country who over deliver on their Jack Daniel's sales goals.

Additionally, Will serves as the Chairman for the Next Generation group - a team of active owners focused on preserving the legacy of the founding families. He is the ultimate team player and fully dedicated to serving Breakthru, suppliers, and customers. Will Joined the Breakthru team after graduating from Hobart College in 2015. Will earned his WSET level 2 in spirits and CBS certificate in beer. Most recently, he joined WSWA's CLD Conference for Leadership Development as a committee member. Will lives in Chicago with his wife, Jenny.



Joe Starnes

**Vice President
Lipman Brothers**

As Vice President of Operations for Lipman Brothers, Joe is responsible for the overall success of warehouse and delivery services. In this role he leverages his background as a Marine officer, and the in-depth planning and leadership skills he learned in that role. Joe was commissioned into the U.S. Marine Corps in 2006 where he achieved the rank of Captain. He served as a UH-1 Huey Pilot with Marine Light Attack Squadrons and as a Forward Air Controller with Marine Infantry before transitioning to the reserves. There he supported recruiting efforts

and was promoted to Major. A graduate of Vanderbilt University's Owen Graduate School of Management with a Master's Degree in Business Administration, Joe also holds a Bachelor of Arts Degree from Union College. He resides in Brentwood with his wife, Jessie, and their twins, Cora and Carson. In his free time he enjoys spending time with his family, outdoor activities, and playing hockey (poorly).



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Amy Kickham

Vice President, Organizational Effectiveness

Southern Glazer's Wine & Spirits

Amy Kickham is the Vice President of Organizational Effectiveness at Southern Glazer's Wine and Spirits leading the strategy behind our Talent Acquisition, Talent Management, and Talent Development Teams.

Amy has over 20 years of experience in improving organizational initiatives that translate into cost savings, increased revenue, productivity, and innovation.

She has demonstrated success in driving cross-functional teams to achieve organizational objectives by ensuring cutting-edge programs are in place to attract, develop, promote and retain top talent. Her passion for empowering comprehensive, high-performing teams has been influential in bringing about business change and excellence.

Staying ahead of the curve, Amy has found success in consistently evaluating and re-engineering processes to reinforce the employee value proposition and improve the overall employee experience.