



CAROL REBER

Executive Vice President, Chief Marketing and DTC Officer – The Duckhorn Portfolio



Carol Reber is Executive Vice President, Chief Marketing and DTC Officer for The Duckhorn Portfolio. As CMO, Reber was instrumental in the successful sale of the company from GI Partners to TSG Consumer Partners in 2016. Ms. Reber’s exemplary leadership combined with her skillful sales and marketing expertise have been instrumental in expanding The Duckhorn Portfolio 9X; effectively cementing Duckhorn as a luxury wine powerhouse.

Her responsibilities include Duckhorn’s strategic marketing, business development, trade marketing, corporate brand communications, direct to consumer (DTC) sales and the company's acclaimed hospitality programs for its seven winery estates. Prior to Duckhorn, Carol worked for The Walt Disney Company, Ernest & Julio Gallo, Sony Pictures and Universal Studios. Carol is recognized as a wine industry influencer and was recently recognized as the North Bay Business Journal “CMO of the Year”.

She received a Bachelor of Arts in psychology from the University of California at San Diego, and earned an MBA, with dual majors in marketing and finance, from the J. L. Kellogg Graduate School of Management at Northwestern University.