



## **GAYLE BARTSCHERER**

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



Gayle Bartscherer is the Executive Vice President, Chief Marketing and DTC Officer for The Duckhorn Portfolio. Drawing on more than two decades of experience in the luxury wine industry, including positions in business development, winery operations, brand management, marketing, and international marketing and sales, Bartscherer leads our marketing and DTC teams. In this pivotal role, she oversees our acclaimed DTC program, portfolio development, consumer marketing, trade marketing and guest experiences.

Prior to joining The Duckhorn Portfolio, Bartscherer spent several years managing a team of 60 as SVP International Sales, Marketing and Business Development for Jackson Family Wines (JFW). During her 14 years with JFW, she held positions in marketing and sales, and was on the executive team, where she was involved in vetting acquisitions and joint venture opportunities. Gayle began her career in wine at Blue Lifestyle, where she worked alongside James Beard Award-winning author and wine columnist Anthony Dias Blue as Vice President of Business Development and Events. Gayle also worked at *Bon Appetit* Magazine, and Santa Barbara-based Beckmen Vineyards in marketing and operations.

Before dedicating herself to the wine industry, Bartscherer was an accountant at Arthur Andersen, experience that provides her with the financial acumen and rigor to support The Duckhorn Portfolio's dual mission of growth and continuous qualitative improvement. She holds a Bachelor of Arts in French and Italian from the University of London.