



WINEBOW

FINE WINE + SPIRITS

Winebow Appoints Marty Collins as Vice President of Ecommerce and Digital Marketing

Richmond, VA—April 6, 2021—Winebow, a leading national importer and distributor of fine wine and spirits, is pleased to announce the appointment of Marty Collins as Vice President of Ecommerce and Digital Marketing. In this new role, Collins will oversee Winebow’s digital universe, including developing the company’s B2B ecommerce platform and expanding its data capabilities to create a best-in-class omnichannel customer experience.

“We are delighted to welcome Marty to Winebow,” said Erle Martin, Executive Vice President of Business Development, Winebow. “With her expertise and entrepreneurial spirit, we are very excited to embark on this initiative to amplify our digital footprint and best serve the evolving needs of our partners.”

“I am thrilled with this opportunity to take Winebow’s digital presence to new heights,” said Collins. “I look forward to working with colleagues across the company to elevate the level of customer support and experience.”

Collins brings over 15 years of digital marketing experience, from leading ground-breaking consumer and B2B campaigns at Microsoft to co-founding an ecommerce company that incorporated creative design elements to offer a first-of-its-kind shopping experience. Prior to joining Winebow, Collins was the head of revenue and strategy at Zillow Group, where she implemented new business models and created partnership opportunities to drive growth. She also taught at University of Washington's Foster School of Business and currently mentors in the university’s accelerator program for startups.

Based in Seattle, Washington, Collins will report to Martin.

About Winebow

Winebow is a national importer and distributor that offers a dynamic portfolio of fine wine and spirits from around the world. Since 1980, the company has represented some of the most established properties in prominent growing areas, as well as a new generation of winemakers and distillers who are dedicated to innovation and quality. Winebow’s national distribution platform comprises 19 markets that cover 65 percent of the wine consumption in the U.S. Winebow Imports, representing over 100 estates from Europe and the Southern Hemisphere, balances its impressive growth with a culture of specialization and excellence. With a commitment to exceptional service, Winebow strives to be the best partner to its customers and suppliers, and to inspire a passion for fine wine and spirits nationwide. For more information, please visit www.winebow.com.