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**PASO ROBLES WINE COUNTRY ALLIANCE  
ANNOUNCES NEW EXECUTIVE DIRECTOR**

***Jennifer Porter Brings Innovative Marketing to Popular California AVA Group***

October 17, 2011 (Paso Robles, CA) — The Paso Robles Wine Country Alliance Board of Directors announces the hiring of its new Executive Director, Jennifer Porter. After conducting a nationwide search, Porter, a marketing professional with more than fifteen years of experience, was selected for the lead role and will begin her work with the Paso Robles wine industry in November 2011. Porter will continue the region's focus on generating national awareness and demand for Paso Robles wine, drawing on her extensive marketing work in a variety of industries.

"Jennifer brings a diverse industry background along with a core set of marketing skills to Paso Robles Wine Country," said Paul Hoover, Search Committee Chairman and owner of Still Waters Vineyard. "We are excited to learn how we can continue the region's marketing innovation working with her results driven experience and passion for the wine industry."

Porter began her career in advertising, working with brands including LVMH and Reebok, winning the 2001 Cannes Media Lion. This was followed by five years as Director of Marketing & Media for Sony Corporation of America, where Porter developed global cross-company marketing programs, including those for the Spider-Man and Bond movie franchises. She was a member of the taskforce responsible for the company's presentations at the International Consumer Electronics Show, the world's largest consumer technology tradeshow. Most recently Porter led the Integrated Marketing department for Viacom's Comedy Central, creating innovative marketing programs for network clients in shows like the Emmy Award-winning *The Colbert Report*. In all of these positions, Jennifer was known for her energy, productivity, and creativity.

"Jennifer's talent could land her anywhere, but she chose Paso Robles," said Alex Villicana, Wine Alliance Board Chairman and owner of Villicana Winery. "She clearly exhibits the talent to aggressively market the Paso Robles wine industry and to take us to the next level. This is an exciting opportunity for the regions' vintners, growers, and associate businesses."

Porter's passion for wine is evident as she just completed a worldwide trip to all the New World wine regions and worked in a Tuscan vineyard. Upon returning to the U.S., she relocated from New York City to California, earning the WSET Intermediate Certificate while learning the direct-to-consumer business in the Napa Valley.



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"I have big shoes to fill, but I'm really excited for the challenge and look forward to continuing the Alliance's progress of spreading the word about Paso Robles wine," said Porter. "Despite all the progress that has been made, I still don't think Paso Robles wine gets the recognition it deserves and will focus on raising the profile of the region, introducing the Paso brand to consumers here and abroad."

*The Paso Robles Wine Country Alliance represents wineries, growers and businesses in Paso Robles Wine Country. Centrally located between San Francisco and Los Angeles, along California's Central Coast, Paso Robles Wine Country is California's fastest growing wine region. It encompasses more than 26,000 vineyard acres and more than 200 wineries. For more information visit [www.pasowine.com](http://www.pasowine.com).*

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