



JANIENE ULLRICH
DIRECT TO CONSUMER EXECUTIVE VICE PRESIDENT



Janiene Ullrich has been a valuable member of The Family Coppola executive team and trusted confidant for many years. She has an uncanny ability to turn any situation into a profitable and viable project, affecting the bottom line with her strategic tactics and thorough approach. For 18 years, she has been a reliable and appreciated part of the Coppola network, working her way up to a Vice President level within the organization.

Janiene Ullrich is currently the Direct to Consumer Executive Vice President of The Family Coppola. She has over ten years of wine industry experience growing eCommerce sales, launching new tasting rooms, developing tasting rooms with innovation, and evolving Wine Clubs. She also guides with strategic management of restaurants, merchandising, a distribution center. With consumer interaction in mind, and a respect for the Coppola family's theatrical perspective, Ullrich is able to capture the right balance of authenticity while keeping in line with business goals and budgetary projections.

Previously, Ullrich managed The Family Coppola Hideaways (resorts) and creative teams across the world. She joined The Family Coppola in 2000 and built her career while earning her

Bachelor of Art History degree from University of California, Berkeley. She also earned an Associate degree in Fine Arts and Behavioral Science from Napa Valley College in 2002. Her unique worldly experience lends to a genuine, authentic, thought-provoking outlook on hospitality and customer retention.