



**JENNIFER LEITMAN, MBA**  
EXECUTIVE VICE PRESIDENT, MARKETING



Jennifer Leitman is a proven integrated marketing leader and data-driven strategist who thrives on innovation and creativity to connect communities and brands. As executive vice president of Marketing for The Family Coppola, Leitman helps translate the vision of Francis Ford Coppola, six-time Academy Award winning director and entrepreneur, to millions of consumers around the world. The Family Coppola encompasses all the things Francis loves most—cinema, wine, food, spirits, resorts, and adventure—and embraces quality, authenticity and pleasure as a backbone to each of these vibrant business endeavors.

Leitman connects the dots between consumer behavior, creative development and business strategy. She is responsible for innovation, communications, content, media planning, creative development, partnerships, and consumer and trade marketing, to enhance the growth and profitability of the entire business. Leitman's entrepreneurial spirit and endless curiosity about the world fuels her approach to progressive thought leadership and results-driven integrated campaigns. From digital and loyalty marketing to immersive experiences, packaging and partnerships, Leitman's diverse team of marketers, public relations professionals, site developers and creatives, work across a wide variety of platforms to promote some of the most iconic premium alcohol beverage brands in the world.

Prior to her current role, she successfully led all aspects of marketing and creative for several entertainment brands, including; HGTV, PBS, DIYnetwork and Great American Country. She directed brand evolutions, redesigns, led consumer-marketing, creative services, partnerships and social media. Leitman holds a BA in Communications from University of Missouri-Columbia and an MBA from University of Tennessee.

Leitman is a strong proponent for equality and believes in doing good in the world. She currently serves on the Sonoma County Vintners Board and lives in Santa Rosa, California with her husband and daughter, whom she regularly volunteers with at Sonoma County Animal Services.