



KATHLEEN MURPHY
VICE PRESIDENT OF INNOVATION & NEW BUSINESS DEVELOPMENT



Kathleen Murphy, Vice President of Innovation and New Business Development, is responsible for establishing new business ventures and unique partnerships for The Family Coppola not limited to food and wine. Murphy defines an outside-the-box approach to marketing paired with her ability to meet the vision of Francis Ford Coppola. She is quick to adapt and her passion for learning something new drives her to fully immerse herself immediately in any field.

Since she joined The Family Coppola in summer 2016 she established Great Women Spirits, a collection of spirits as unique and remarkable as the women they honor. Working with Francis Ford Coppola, she took his vision, discovered and addressed new legal parameters, and developed the program for spirits that were crafted in a style that reflected the individual character of the trailblazers on each label. True to Coppola's love of storytelling, she eloquently revealed each women's background through a series of connections in the bottle and on the label.

Concurrently, Murphy also launched Bee's Box wines with an admirable CSR initiative supporting pollinators. She also developed The Family Coppola label honoring Francis Coppola and the three generations of wine legacy. The label broadens the established Francis Ford Coppola wine equity to The Family Coppola and opens doors to future generation wine legacy. This wine label design is a tribute to the first Coppola Family wines bottled in the early 1980s that established the family's early winemaking pursuits.

Prior to joining The Family Coppola, Murphy led the innovation pipeline of new products at Constellation Brands, worked on global teams with Diageo in the Netherlands, managed international brand development for Campari in Monaco, and championed marketing strategies for E&J Gallo in the U.S., Latin America, Benelux, France and Spain.

Murphy has not only travelled for business. While she attended Indiana University of Pennsylvania to earn her Bachelor of Arts degree in International Business and Spanish, she studied in South America at the University of Chile and in Mexico at the University of the Americas. In addition to being fluent in English and Spanish, Murphy also speaks Dutch and French. Murphy continued her education and earned her Intermediate and Advanced WSET (Wine & Spirit Education Trust) Diploma. Always eager to learn something new, she is an avid world traveler with a goal of exposing her family to as many cultures as possible and is passionate about the environment, health and wellness.