

SIOBHAN WILSON

GM Sales and Marketing



Siobhan's career in the wine industry started with mud-caked boots, in a newly developed vineyard.

"I love sales and marketing, but the vineyard is where wine starts. I'm lucky that I got to start my career learning from the ground up," she says.

Growing up in Waipukurau in rural Hawke's Bay, she was surrounded by orchards and vineyards. After school, she completed a Bachelor of Horticulture with Honours in Business and Technology at Massey University.

The course required some practical work at the end, and Siobhan joined Montana Wines in 1996, working on a new Marlborough vineyard. From there, she transitioned into sales, based first in Auckland with various roles and then in Sydney where she rose from senior sales executive to marketing manager for Montana in Australia.



Returning to New Zealand in 2004, she took on the role as sales manager for Lion Nathan's Distinguished Vineyards operation. 2 years later, she started working with Brent Marris on Wither Hills & The Ned. When Brent left Lion Nathan to start his own business, she was lured across as marketing manager for the new venture.

"I love that we have such a wonderful product, the people I work with, and the continuous challenges to meet the demands of distributors, customers and the consumers who enjoy our wine," says Siobhan.

As part of the foundation team, at first she had to take on roles not normally associated with sales and marketing –doing logistics and production planning!

With her at the helm of the marketing effort, Marisco Vineyards launched The Kings Series, The Craft Series, Leefield Station, Diamond Heart and a number of other brands in New Zealand, as well as into an ever-growing range of international markets. Siobhan now heads up the entire Sales and Marketing division for Marisco, overseeing sales and marketing and supply chain with a team of international sales people reporting through to her.