

## Cheryl Durzy, Founder & CEO

Cheryl Murphy Durzy managed wholesale sales for her family's 80,000 case winery, Clos LaChance, for over 17 years. In June 2016, she started LibDib, the first alcohol distributor and technology company to offer a three-tier compliant web-based platform. Cheryl has a full understanding of the industry and issues regarding alcohol distribution in U.S. She is passionate about evolving the current system by offering all small, family-owned wineries, distilleries and craft breweries an opportunity to sell their products to the businesses that want them. She is truly entrenched in the industry, sitting on several boards including the California Sustainable Wine Association and Free the Grapes.



### Credentials

2011 - Current:	Secretary, California Sustainable Winegrowing Alliance
2008 - Current:	Board Member, Free the Grapes
2013:	Co-author: Parent Parings, a book about pairing wines with the ups & downs of raising kids.
2004 - 2012:	Former Board Member and Past President, Santa Cruz Mountains Wine Growers Association
December, 2008:	WSET, Advanced Certificate - Passed with Merit
May, 2006:	WSET, Intermediate Certificate
Summer, 2005:	Court of Master Sommeliers, Intro Certificate
June, 2000:	OIV Marketing Certificate

### Past Speaking Engagements

January, 2018	<b>American Craft Spirits Association</b> 'Tips for Successful Distribution Amongst Rapid Changes and Consolidation in the Three-Tier System,' <i>Webinar Presentation</i>
January, 2018	<b>Beer Industry Summit</b> 'The Who, What, Why and How of Beer E-Commerce, Plus Potential Issues,' <i>Panelist</i>
September, 2017	<b>Technology Innovations in the Alcohol Beverage Industry</b> Washington, D.C. <i>Panelist</i>
July, 2017	<b>Distributor Productivity Summit</b> 'Fireside Chat with LibDib CEO, Cheryl Durzy'
June, 2017	<b>National Association of Wine Retailers</b> Technology in the Three-Tier System," <i>Panelist</i>
June, 2017	<b>Brewbound Session</b> "Distribution Disruptors," <i>Panelist</i>
February, 2016	<b>Santa Clara University Food and Agriculture Department</b> 'The Business of Wine,' <i>Panelist</i>
March, 2010	<b>Harvard Law School</b> 'DTC Shipping Regulations and the Three Tier System,' <i>Speaker</i>
January, 2010	<b>Direct to Consumer Symposium</b> 'Boosting Brand Advocacy: How to Integrate Social Media into Your Marketing Program,' <i>Panelist</i>
November, 2009	<b>California's New Generation Vintners and Growers</b> 'Hip and Trendy Marketing,' <i>Panelist</i>
January, 2009	<b>Direct to Consumer Symposium</b> 'The Regulatory Environment for DTC and Three Tier,' <i>Panel Moderator</i>

### Online

#### LibDib.com

Twitter: [@Lib\\_Dib](https://twitter.com/Lib_Dib)

Instagram: [instagram.com/Lib\\_Dib](https://www.instagram.com/Lib_Dib)

LinkedIn: <http://bit.ly/2mdBSui>

Facebook: [facebook.com/LiberationDistribution](https://www.facebook.com/LiberationDistribution)

Youtube: <http://bit.ly/2iLy8AJ>