



### **Cheryl Murphy Durzy, Founder & CEO**

Cheryl Murphy Durzy has been managing wholesale sales for her family's 80,000 case winery, Clos LaChance, for over 17 years. She has a full understanding of the industry and issues regarding alcohol distribution in the United States. She is passionate about LibDib and hopes to evolve the current system by offering all small, family-owned wineries and businesses an opportunity to sell their products to other businesses that want them. Cheryl is truly entrenched in the industry, sitting on several boards, including the California Sustainable Wine Association and Free the Grapes. In addition to a BA from the University of San Diego, she has taken courses and received certificates from the OIV Wine Marketing Program and the Court of Master Sommeliers. In December 2008, Cheryl took and passed with merit the Advanced Certificate level of the Wine and Spirits Education Trust. She is also the former President of the Board of the Santa Cruz Mountains Winegrowers Association.



### **Richard Brashears, CTO**

Richard (Rich) Brashears has spent twenty years defining and developing complex software for use in the design of consumer electronics, computers, game platforms, and automotive electronics. He co-founded a mobile platform company in 2011 and a software consulting entity focused on data analytics that same year. Prior to building his own company, Rich served as Corporate VP of Research and Development for Cadence Design Systems, the leader in electronic design automation. At Cadence, Rich delivered software and service solutions to electronics providers such as Panasonic, Philips, ATI/AMD, Toshiba, IBM, and Samsung. Rich built and directed high-powered software teams that specialized in complex database construction, multi-dimensional optimization and physics-based modeling in Silicon Valley, India, France, Russia and Asia.





## About LibDib

Liberation Distribution, Inc. (LibDib) is a distributor of alcoholic beverages enabled through a proprietary desktop and mobile friendly web platform. LibDib changes alcohol distribution by leveling the playing field for everyone. Using LibDib, Restaurants, Bars & Retailers legally and efficiently purchase boutique wines, craft spirits and microbrews from Makers of all sizes. The company was founded in 2016, launched in March 2017, and is based in San Jose, California.

## Online

### **LibDib.com**

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

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

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

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

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

## Media Contact

Holly Nuss, Senior Director of Marketing Communications

[holly.nuss@libdib.com](mailto:holly.nuss@libdib.com)

408.769.2129 ext 2144