

Lee Hodo

Lee is a three-decade veteran in marketing and promotion of wine and destination brands. Born in Sacramento California, she has never wanted to leave the warm and aromatic harvest season of the northern part of her state. After graduating from college she immediately found her calling in the sultry climes of California's vineyards.

Lee is especially noted for her "outside the box" promotions and affable approach to wine - Hoping to expel the elitism that surrounds it and restricts its enjoyment.

Her career started in the late 70's when California was experiencing a renaissance of wines and pioneering winemakers. As PR Director during the launch of Jordan Vineyard and Winery in Sonoma County, she was involved in the marketing of the most exciting wine project in California at the time. In 1983, she joined another pioneering winery, Acacia Winery, which was breaking ground as one of the first respectable Pinot Noir producers in the US.

California's varied wine regions have been the background for executing successful marketing and promotional strategies, bringing her clients national notoriety in the media and securing long-term recognition for quality. Regional associations include: Russian River Valley Winegrowers, Amador Vintners Association and Sonoma County Wineries.

As a freelance consultant Lee's portfolio has included such impressive clients as; Schramsberg Champagne, Napa Valley Wine Auction, Russian River Valley Pinot Forum, Piper Sonoma Sparkling Wine, Bacigalupi Vineyards, and Rodney Strong Vineyards. Currently, her portfolio includes legendary Toad Hollow Vineyards in Sonoma County and the El Dorado Winery Association of the Sierra Foothills.

Lee resides in Sacramento, CA, is a fitness chaser and has a weakness for champagne and any stray animal.

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