



Black Leadership Advisory Council: Christopher Carroll

Name: Christopher Carroll

Title: District Manager

Location: Sacramento, California

Date of Hire: August 2017

Why did you choose to participate in BLAC?

I chose to participate in BLAC to empower and to play a role in creating opportunities for Black employees in this company. Being a part of the Chain team, the Black community is little to non-existent. I think this is a major opportunity to increase visibility and awareness of the wine and spirits industry and the available opportunities. I think RNDC and Young's can make a real positive impact and be a front-runner in enhancing the Black experience.



What do you hope to accomplish as a member of BLAC?

As a member of BLAC, I hope to act as a voice and ambassador for all Black employees. It is my goal to ensure that everyone is heard and has equal opportunity to grow within the RNDC and Young's family. I also hope to increase visibility and awareness of opportunities available to the Black community, not just at RNDC and Young's, but in the wine and spirits industry.

What is your vision for current and future Black professionals?

Lack of resources has made it difficult for some within the Black community to advance in life. I see a future where knowledge and resources are made available to all communities and where Black professionals have more of an opportunity to progress. I see a level playing-field where Black professionals are highlighted for their accomplishments and accolades. I see a chance for growth, inclusion and acceptance.

Why does representation matter to you?

Representation is a reflection of society and is a value that RNDC and Young's practices. The understanding of various cultural and societal differences is what creates a sense of welcoming change and creating connections. To me, this is vital to the success and growth of RNDC and Young's as it provides multiple perceptions and encourages the sharing of ideas for the betterment of all.

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