

Name: Shannon Croff

Title: State Portfolio Manager, Cru Division

Location: San Antonio, TX

Nearly all of Shannon's professional experience has revolved around the wine industry. Her career began in Hawaii, at Chambers & Chambers Wine Merchants as an event planner. There she developed a love and passion for the business, as she got to know proprietors and winemakers who traveled to Hawaii often and made quite the impression. After moving back home, she took the leap and began working as a sales rep for Atlanta Wholesale Wine (now, The Estates Group).



Shortly after, Shannon took on a Marketing Management role when Atlanta Wholesale Wine was purchased by NDC, before transitioning into Portfolio Management. From there, she and her family relocated to Texas.

Today, she contributes to the role of Portfolio Management for the CRU division in Texas, where she is learning a great deal about what makes it all happen in the state and getting to know more fantastic people. "To say that I am grateful to our company for the education, support, and incredible travel experiences to wine regions around the world is an understatement!"- Says Shannon.