

**Name: Jenn Engel**  
**Title: Chief Commercial Sales Officer**  
**Location: Tampa, FL**



Jenn Engel has worked in the beverage industry for over 20 years and lived coast-to-coast. She began her career in the alcohol and beverage industry with Anheuser-Busch at Cartersville Brewery in Georgia, and later held positions with Jackson Family Wines, Wirtz Beverage, and Banfi, where she was the National Business Manager for the luxury Cru Artisan team.

Jenn went on to serve as Vice President of Sales and Board of Directors member at Santa Margherita USA, where she oversaw sales and developed strategic and long-term initiatives. Jenn transitioned to RNDC in January 2020, and led the integration of the on-premise national accounts teams for RNDC and YMCo. In March 2022, Engel became the first female Chief Commercial Sales Officer for RNDC, and the industry. In this role, Engel is responsible for the commercial sales strategy, which supports critical business operations, and provides overall direction of the commercial sales teams.



Jenn completed Florida State University's Honors & Scholars Program and holds a degree from the University of Florida in Food Science and Human Nutrition, Flavor Chemistry.

She is a Certified Sommelier with the Guild of Sommeliers, and a Specialist of Wine with the Society of Wine Educators. Jenn also is on the board for WSWA's Women's Leadership Council, and FSU's Dedman College of Hospitality.