

# Jessica Berry

## SALES DIRECTOR, NORTH AMERICA

As Sales Director, North America, Jessica oversees ecoSPIRITS launch and rapid expansion in the United States, Canada and The Caribbean. She works closely with our Licensed Operators and Climate Partners to grow closed loop service across the region. In this role, Jessica leads the ecoSPIRITS launch in the United States and the development of existing ecoSPIRITS markets. She manages the identification and onboarding of new markets, new climate partners and be responsible for building strategic customer relationships comprised of some of the world's largest brand, distribution, and hospitality customers.

Prior to joining ecoSPIRITS, Jessica was most recently Vice President of Sales for Rosaluna Mezcal. In this role, she was responsible for executing a US launch plan in the height of COVID, developing a successful growth strategy and building a national distributor footprint in more than 10 key markets. She led all things sales including inventory management, distributor partnerships and programming, and managed an 8-person high-performing sales team. Prior to her time at Rosaluna, she held sales roles with some of the largest well-known brands and some of the newest craft spirits brands entering the market. She has extensive sales experience in brand building, distributor partnerships and people management.

# ecoSPIRITS™

BIO

With 20+ years' experience on the supplier side of the liquor industry, Jessica has worked with some of the largest brands in the world, including Diageo and Patron Tequila. She furthered her brand building experience while working at Casa Dragonos Tequila, Redwood Brands and Rosaluna Mezcal where she launched and built brands in the US. Jessica has worked with many distributor partners across the United States and has the know-how and relationships with key stakeholders to successfully launch ecoSPIRITS in North America. Jessica and her husband Mason live in San Diego, California with their three boys.

