Global Trends - Wine Industry Key Elements

Six governing considerations to modernize marketing

Legacy structures and operations are keeping companies from taking full advantage of technology.

1. How to centralize guidance and oversight
2. How to bring together marketing and IT (heart and brain)
3. How to build collaboration and agility
4. How to reinvent HR to meet talent demands
5. How to build flexibility into resource planning
6. How to make cultural change a continuous task

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Major Wine Producing Countries

California´s 2017 Vintage Feels the Burn

Is bad PR a bigger threat to 2017’s vintage than smoke taint?

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