



MEDIA CONTACT:
HOLLY HANSEN, TYFFANI SEDGWICK
HOLLY HANSEN PUBLIC RELATIONS
(707) 526-6677
EMAIL: TYFFANI@HOLLYHANSENPR.COM

WENDY WILLET HILBERMAN

EXECUTIVE DIRECTOR, RUSSIAN RIVER VALLEY WINEGROWERS

Wendy Hilberman brings over a decade of experience in marketing and communications to her role as Executive Director of the Russian River Valley Winegrowers (RRVW), a position she has held since 2016. She leads the non-profit group of over 200 members in creating innovative events and programs that showcase the diversity of the Russian River Valley and help to draw people into the region known for its unsurpassed natural beauty combined with an exquisite wine, food and luxury lodging experiences.

Wendy first experienced the beauty of the Russian River Valley when she visited the region from her hometown of Portland, Oregon more than 20 years ago for a long weekend of wine tasting and exploring. The valley immediately captivated her and traveling to Sonoma County quickly became a regular tradition.

Prior to joining RRVW, Wendy held leadership positions working with nonprofits and businesses focused on building a strong brand identity, along with strategic marketing and development.

Wendy has served as a statewide spokesperson, created numerous wine country events, and worked with various levels of government, business groups, and community leaders to ensure coordination around policy development and implementation.

Prior to moving to Sonoma County, Wendy served as the executive officer of a state commission that reported to the Governor of Oregon. Wendy spent several legislative sessions working on issues impacting the health and welfare of Oregon's children and their families. An Oregon native, Wendy holds a master's degree in Public Administration from Portland State University and a Bachelor of Science degree from the University of Oregon.

