



Alicia Kelley Raymond

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**Alicia Kelley Raymond** is the co-Founder of Earth and Ethos Marketing, providing strategic sales and marketing execution to exceptional wine and luxury goods companies. Currently, among other projects, she plays a key role in the highly-successful, consumer-direct U.S. sales program for Mollydooker Wines of McLaren Vale, South Australia.

Formerly, Alicia created and executed the first wine club for American Express Publishing's Centurion and Platinum members through *Departures* Magazine. She co-created *SOMMselections* Quarterly Wine Review Journal, which has been a profitable direct-mail piece and respected editorial publication from day-one. She worked with Vintrust Wine Management & Cellarage to create and execute their first highly-profitable consumer-direct wine retail program, and while there also consulted with top California wineries on navigating the complex world of winery-direct fulfillment, shipping and customer service.

Alicia began her career in the wine industry as the Marketing Director for Bounty Hunter Rare Wine & Provisions where she was responsible for publishing over one million catalogs per year, and helped them to achieve significant growth in sales and marketing reach through the catalog, store front, wine bar, website, events, wine clubs and public relations initiatives.

Alicia lives and works in Napa with her husband Mark Raymond. Together they're working on a new, consumer-direct marketing program to promote sustainable and well-intentioned wine and artisan goods.