

# DAPHNE SCROMEDA

COMMERCIAL MARKETING LEADER

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*Commercially minded marketing leader with 15+ years building multi-brand portfolios and B2B sales channels, currently marketing to approximately 1,000 B2B accounts across North America, Europe and Asia. Leads brand and demand generation side by side: sales enablement, go-to-market and product launches, distributor and agency channels, and AI-enabled CRM and marketing technology, with every campaign tied to revenue and ROI. Builds and coaches cross-functional teams, manages agencies and budgets, and brings a hands-on creative background that raises the quality of everything a team ships.*

## CORE COMPETENCIES

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Multi-Brand Strategy • Global B2B Marketing • Demand Generation & Sales Alignment • Sales Enablement • Go-to-Market & Product Launch • Distributor & Agency Channels • CRM, Automation & Analytics • AI-Enabled Marketing & Tool Building • KPIs, Budget & ROI • Agency & Vendor Management • Market & Competitive Intelligence • Trade Shows & Experiential Marketing • Video & Content Production • Team Leadership & Training

## SELECTED ACHIEVEMENTS

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- Lead B2B marketing to approximately 1,000 trade accounts across North America, Europe and Asia, partnering with multiple sales teams to deliver company B2B goals.
- Built the sales enablement program behind 35% wholesale growth since 2023, equipping an outside sales team and independent sales agencies with collateral, presentations and campaign tools.
- Use AI to build custom CRM and corporate sales applications that organize clients, workflows, relationships and the sales pipeline, with no added software or developer cost.
- Delivered a company-wide CRM and e-commerce migration and a full website relaunch within two months.
- Read and acted on major market shifts, from the 2024 Okanagan deep freeze to the 2025 Buy Canadian movement, adjusting products, messaging and spend to match.
- Helped hire, and now lead, the managers of five departments, from events to the wine club, with training, monthly check-ins, KPIs and a seasonal marketing budget for each.
- Directed two distinct brands for nearly a decade, each with its own positioning, packaging, website and audience.
- Created award-winning marketing materials, including video, from concept through production.
- Grew a recurring-revenue membership program 133%, from 1,200 to 2,800 members, on track to reach its 3,000-member cap in 2027.

## PROFESSIONAL EXPERIENCE

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**Poplar Grove Winery & Monster Vineyards • Penticton, BC**

2014 to present

**Marketing Director**

2023 to present

### LEADERSHIP & TEAM

- Lead brand, digital and customer experience strategy for one of the Okanagan's top wineries, managing the marketing budget and the managers of five customer-facing departments: events, food and beverage, wine club, tasting room and guest services.
- Worked with ownership and the vice president to hire the manager for each of these departments.
- Direct each department manager on their marketing pieces, summaries, deliverables and KPIs, and use the results to see what is working and where to change how we serve and communicate with customers.

- Built training modules for every manager on our CRM, POS and B2B corporate sales tools, and keep them current as software changes and new applications become available.
- Run monthly check-ins on project status and blockers, set firm timelines, and add resources, from software support to extra staff, when a department needs them.
- Give each department its own marketing budget and plan its use with that manager season by season, since each department's needs peak at different times of year.
- Develop and own the annual marketing plan, setting priorities, budget allocation, campaign calendars and KPIs aligned with sales and revenue targets.

## B2B AND SALES GROWTH

- Lead B2B marketing to approximately 1,000 trade accounts in North America, Europe and Asia, working with multiple sales teams and agency partners to set and deliver the company's B2B goals.
- Built a sales enablement program of custom collateral, presentations and campaign tools for the outside sales team and independent sales agencies, supporting 35% wholesale growth since 2023, and feed account insights from the sales teams back into products, pricing and sales tools.
- Represent both brands at trade shows and festivals, including the Vancouver International Wine Festival, across trade-only, consumer and combined events, building wholesale relationships and driving direct sales.
- Manage agency, media and vendor partners, and secure government grants and co-op funding to extend marketing investment.

## MARKET INSIGHT AND GO-TO-MARKET

- Led go-to-market for the Cascadia Series, a new product line developed after the 2024 Okanagan deep freeze cut local grape supply, with integrated campaigns across digital, trade and retail.
- Repositioned wholesale and consumer marketing to capture the 2025 Buy Canadian shift, when BC retailers pulled American wine from shelves, redirecting messaging and spend toward the new demand.
- Segment customers using Commerce7 data and benchmark competitors' pricing, clubs and visitor experiences to refine offers, programs and positioning.

## SYSTEMS, DATA AND AI

- Directed a company-wide CRM and e-commerce transformation, moving POS, reservations, membership and customer data to Commerce7 and relaunching the website, both within two months.
- Established KPI dashboards and performance reporting on campaign ROI, customer behaviour and channel results, and used the insights to reallocate spend and guide leadership decisions.
- Develop platforms and applications with AI (Claude Code) to run CRM and corporate sales: organizing clients, building workflows, managing relationships and tracking the B2B sales pipeline from first contact to order.
- Built a corporate sales pipeline that profiles target companies and contacts by industry, sets next-step actions for the sales team, and runs segmented campaigns (corporate gifting, holiday parties, events, relationship building) on a 12-month calendar.
- Use AI tools (Claude, ChatGPT) daily for strategy development, sales forecasting, KPI reporting and communications.

## Poplar Grove Winery & Monster Vineyards • continued

### Marketing Manager

2014 to 2023

- Developed and owned the annual marketing plan for both brands, from brand priorities and launch timing to campaign calendars and budget allocation.
- Directed marketing for two distinct brands, Poplar Grove and Monster Vineyards, with separate positioning, messaging and creative standards for each.
- Led brand evolution for both brands, including refreshed visual identity, tone and packaging, and managed all creative production across print, digital and packaging.
- Ran trade and media outreach, including trade shows and wine festivals, and turned critic scores and awards into sales tools for trade buyers and consumer campaigns.
- Managed marketing budgets, sponsorships and community partnerships to grow regional reach.

## JoiRyde Winery • Oliver, BC

2021 to 2025

### Co-Founder & Owner (concurrent venture)

- Co-founded and launched a women-led boutique wine brand, owning brand strategy, marketing, sales and general management.
- Built B2B channels with private retailers, restaurants and corporate gifting clients, and represented the brand at trade shows and consumer wine festivals.
- Launched e-commerce and membership programs, and managed fulfillment and distribution.
- Created sales training and performance-based selling tools to lift conversion.

## Therapy Vineyards • Naramata, BC

2010 to 2014

### Sales & Marketing Manager

- Built and managed B2B sales channels and distribution partnerships across BC and Alberta, spanning private retail, hospitality and agency-managed territories.
- Partnered with ownership and winemaking to set production volumes and release schedules aligned with sales forecasts.
- Owned marketing budgets and forecasting, and ran integrated campaigns across social, email, web and packaging.
- Led direct-to-consumer strategy across the tasting room, online sales and membership.
- Represented the winery at trade shows and festivals to open accounts and drive direct sales.

## MARKETING TECHNOLOGY

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|-------------------------|----------------------------------------------------------------------------------------|
| CRM & E-commerce        | Commerce7 (company-wide implementation), WineDirect, Tock                              |
| Automation & Email      | Klaviyo, Mailchimp                                                                     |
| Analytics & Advertising | Google Analytics, Meta Ads Manager                                                     |
| AI                      | Claude and Claude Code (custom CRM, workflow and sales pipeline applications), ChatGPT |
| Web, Creative & Office  | WordPress, Adobe Creative Suite, Canva, Microsoft 365 (Excel, Outlook)                 |

## EDUCATION

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|-----------------------------------------|--------------------------------------------|
| Bachelor of Tourism Management          | Thompson Rivers University • Kamloops, BC  |
| Diploma, Graphic & Digital Media Design | Centre for Arts & Technology • Kelowna, BC |