



**Kathleen Iudice**  
**Communications & Marketing Consultant**  
**NewLevel Group**

Kathleen has over 20 years experience in marketing/branding, public relations, hospitality and sales, with an emphasis on wine, food, tourism, community and the arts. Working with a range of businesses and non-profits, she strives to establish consistent messaging and marketing strategies for target audiences and community/media outreach—from the vision/mission statements to promotional material, marketing/advertising campaigns, e-commerce and website/social media, to partnership/sponsorship programs and cross-promotion opportunities.

Her work experience includes Marketing Manager for Far Niente Winery, Marketing/Sales Director for Stonegate Winery, National Marketing/Sales Director for Niebaum-Coppola Estate Winery, Marketing/PR Advisor for Old Sacramento, and Marketing/Project Director for The B Street Theatre and the Sacramento Ballet. As the Public Relations Manager for COPIA: The American Center for Wine, Food & the Arts, she managed the communications and helped develop promotions for a multitude of programs and activities, including gardens, exhibitions, performing arts, special events, and the on-premise retail store and restaurants. She also worked on corporate development and served as liaison to various community organizations.

Most recently, she has worked with the City of Winters on their branding/marketing campaign, Simi Winery's Fall Forage event, the Napa Fresh Aire Festival, the launch of Neela's in Napa and Howie's Artisan Pizza in Palo Alto, and the promotion of Preservation Napa Valley's forums and annual Barn Tour.

During her tenure in Sacramento, she was profiled in *Sacramento Magazine's* annual "Women in Business" and nominated for "Old Sacramentan of the Year." In Napa, she has served as a docent for the di Rosa Preserve and as president of the Napa Downtown Association. She studied art at the Academy of Art University, has a degree in Humanities from SFSU and is a Bauman Certified Nutrition Educator.

As a NewLevel Group consultant, Kathleen offers a down-to-earth, common sense approach to help organizations strategize and fulfill their marketing potential.

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