

# Wine Industry Business Journal

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## Ex-MKF execs form new firm

### Counting on small businesses and nonprofits as customers

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STAFF REPORTER

NAPA – A group of ex-Motto Kryla Fisher executives has formed a new firm providing sales, marketing, and management help to small and mid-size businesses and nonprofits.

John Heymann left the St. Helena-based wine business consulting firm in December after two years as CEO and two preceding years as COO. In March, he started pulling together a team of marketing and sales professionals to form NewLevel Group.

Launched this month, the firm offers services that complement MKF's, according to Lisa Anthony Toller, who left MKF as marketing director to become a NewLevel principal.

"MKF generally works with clients on a strategic level, and we work with small organizations on a tactical level, where we can implement and plan," she says.

For example, Mr. Heymann can use his experience in managing

Land Trust of Napa Valley and MKF to be a client firm's fractional-time CEO or work with a foundation's board and its donors and recipient agencies. Also, NewLevel principal Michelle Rowell can fill the role of a winery's national sales manager, drawing on her seven years of experience with Henry Wine Group, Champagne Laurent-Perrier, and most recently MKF.

Associates NewLevel will draw on include noted market research consultant John Hawkins and direct-to-consumer e-mail specialist Doug FitzGibbon.

Before launching the firm, NewLevel principals contacted marketing consultants and discovered they were referring business because of demand, Ms. Toller says. Already, NewLevel is working with a dozen undisclosed wineries, businesses, and nonprofits.

Robert Nicholson of International Wine Associates in

Healdsburg says there is "business to be had" for experienced consultants in marketing, merger-and-acquisition, investment banking and corporate finance, and strategic planning services. His firm has been providing those services for small to large wineries since 1990.

MKF partner Doug Hart says his firm has seen some demand for sales and marketing outsourcing and will be watching NewLevel's development for complementary services. MKF's "sweet spots" are financial, accounting, and auditing services; investment banking via the Global  
*(please turn to page 8)*



NewLevel Group founding principal John Heymann

## Ex-MKF . . .

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Wine Partners venture with International Wine Consultants; market research; and strategy.

The other NewLevel members are principal Luisa Coll-Pardo and controller Mary Beth Glisson.

For more information, call 707-255-5555 or visit [www.newlevelgroup.com](http://www.newlevelgroup.com).