



TREASURY WINE ESTATES

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MEDIA RELEASE

TWE announces Chief Digital & Technology Officer

Treasury Wine Estates (TWE) today announced the appointment of Kate Whitney as Chief Digital & Technology Officer.

The newly-created role on the executive leadership team has responsibility for the digital enablement and technology functions across Treasury Wine Estates globally, including its brand-led divisions Penfolds, Treasury Premium Brands and Treasury Americas.

Kate has 25 years' experience in consumer marketing and digital transformation, and joins TWE from her most recent role as Chief Marketing and Growth Officer for Marley Spoon. She previously held executive in-house and agency roles in Australia, the US and the UK in financial services, advertising, and omni-channel retail – including at Pernod Ricard, David Jones, Foxtel, and M&C Saatchi. Kate is also a non-executive director of Australian fintech Wisr.

Tim Ford, Chief Executive Officer of TWE, said “Today’s consumers and customers are increasingly interacting with our brands online. The COVID pandemic accelerated the trend, and creating this executive role reinforces the importance of the digital channel, and technology more broadly, to our global portfolio of brands and our entire business. We look forward to working with Kate to enhance the digital experience we offer, build on our enterprise-wide technology platforms, and develop deeper capability in data and analytics to better understand and respond to emerging consumer trends.”

The new function will bolster TWE’s digital capability to deliver the long-term global growth strategy for TWE’s portfolio of award-winning brands including Penfolds, Stags’ Leap, Frank Family Vineyards, Wynns, and Pepperjack, as well as newer, innovation-led brands such as 19 Crimes and Squealing Pig.

Speaking about her appointment, Kate Whitney said “I’m excited about working with the team at TWE to grow some of the best-known brands in wine across key global markets. Whether it’s offering wine drinkers who already know and love our brands different digital experiences, or introducing our premium and luxury wines to new consumers, the intersection of technology and data science offers so much opportunity.”

With more than 2,500 employees globally, a multi-regional sourcing strategy is the foundation of TWE’s range of viticultural assets across some of the world’s premier winegrowing regions including Australia, New Zealand, the US, Italy, and France – including the recently-announced majority acquisition of Château Lanessan in Bordeaux.

Kate is based in Sydney, and mum to twin teenage sons. She starts in the role on 16 January 2023, reporting to CEO Tim Ford.

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Images: Tim Ford, Kate Whitney available at: <https://www.dropbox.com/t/51YcSgDt2SLAebD4>

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