



MERRY EDWARDS
WINERY & VINEYARDS
RUSSIAN RIVER VALLEY



Nicole Carter
PRESIDENT
MERRY EDWARDS WINERY & DIAMOND CREEK VINEYARDS

With more than 20 years of marketing, winemaking and viticulture, sales, and export experience, Nicole is responsible for all aspects of the operations at Merry Edwards Winery in the Russian River Valley and Diamond Creek Vineyards in the Napa Valley. Her role as President includes oversight of all functional areas of the business starting with Direct-to-Consumer sales and includes finance, strategy, winemaking, operations, marketing, and administration. She also serves as the brand ambassador for both brands. Nicole has spent her career working in the Sonoma and Napa wine regions. Merry Edwards Winery, located in the Russian River Valley of Sonoma County, is considered a benchmark among Pinot Noir Producers and Diamond Creek Vineyards is considered Napa Valley's first Cabernet Estate.

Prior to the appointment at Merry Edwards and Diamond Creek Vineyards, Nicole served as the Chief Marketing Officer and Director of Winemaking for Hess Family Wine Estates. She led brand strategy, oversaw all Direct-to-Consumer operations as well as winemaking teams across the portfolio in both California and Argentina. She was hands-on with wine blending and worked with winemaking and viticulture teams to ensure the highest quality in every wine crafted.

Previously, she spent 18 years with Treasury Wine Estates in several global marketing and public relations roles overseeing luxury brands from Napa, Sonoma and Australia. She moved into the export division to take on the role of Vice President of International Marketing and Sales for the California Portfolio in Asia where she also served as Global Brand Ambassador. Prior to the wine industry, Nicole spent 10 years in Washington, DC and San Francisco, CA working in the public affairs sector practicing lobbying and public relations on behalf of several beverage alcohol companies.

Nicole is a Certified Specialist of Wine from the Society of Wine Educators and holds additional certifications from the Court of Master Sommeliers, the Wine and Spirits Education Trust and the Culinary Institute of America Wine School in Napa Valley. She specializes in the wines from California with an expertise in Napa and Sonoma and the appellations within each region.