



Kendra Campbell joins Wine Management Systems as Director of Sales and Marketing

Wine Management Systems (WMS) announced the appointment of Kendra Campbell to the position of Director of Sales and Marketing. With the aim to increase and reinforce the growth of the business, Campbell will provide strategic direction and direct the sales efforts for the fast growing winery software supplier. Campbell, who has a BA in Communications, brings more than ten years experience in software sales and marketing for the wine industry. She was most recently Director of Sales and Marketing for Blend Winery Software.

“Kendra will be a great asset to WMS moving forward” said company president Patrick Oates. “The company welcomes her expertise and impressive track record in the wine industry.”

Wine Management Systems (WMS) has created a suite of software solutions delivered as a service and created specifically for the small to medium wine producer to help them better manage and track their winery operations. Designed by leading software engineers in the U.S., WMS tracks all winery activities from Vineyard Operations through Production & Bottling, Inventory Management, Point of Sale & Wine Club Operations and ultimately synchronizing all financial information to QuickBooks, a WMS Partner since 2007. A technology leader, WMS is the first software company in the wine industry to offer a Cloud Computing Solution, otherwise known as Software as a Service (SaaS).