



MAGGIE ZEMAN, MANAGING DIRECTOR

MAGGIE ZEMAN has enjoyed a colorful and successful career in public relations building strategic PR and marketing programs featuring media relations, corporate branding, advertising and event coordination for the past 22 years. With the first 16 years dedicated to creating and maintaining positive public profiles during periods of transition and in competitive and politically charged environments in both government and technology sectors, Zeman realized her dream of turning a favorite past time – wine, food and entertaining – into a career with Foster’s Wine Estates in 2001. In the past six years, Zeman has implemented effective media relations programs for great Foster’s Wine Estates wine brands including Beringer Vineyards, Cellar No. 8, Sbragia Family Vineyards, Souverain and St. Clement Vineyards. Currently, Zeman is building a public relations consulting business working with Alexander Valley Winegrowers, Clif Bar Family Winery & Farm, Lancaster Estate, Stags’ Leap Winery and Vintage Point, a Sonoma, California-based sales, marketing and general consulting firm specializing in small, luxury wine producers from around the globe.

PRIOR TO JOINING Foster’s Wine Estates, Zeman worked in high tech in the Silicon Valley for eight years, including two years as an independent consultant offering strategic communications planning and management to a host of young companies. In 1999 Zeman was a vice president of communications at America Online managing the west coast public relations department. In addition to managing day-to-day operations of the communications team, budget and objectives Zeman was a member of the core communications team working with executive management. Before AOL’s acquisition of Netscape in 1998 Zeman was a PR director during the heat of the Netscape “browser wars”.

IN 1993 Zeman simultaneously launched the company KidSoft and the product, Club KidSoft magazine, building key relationships with national consumer and technology press, as well as local media outlets. During her seven years in Washington, DC from 1985 to 1992 Zeman worked in the State Department in the office of Public Affairs for the Agency for International Development where she managed high-level national ceremonies with the White House by coordinating press corps and distinguished guests with White House personnel. Before returning home to the west coast Zeman worked on the 1992 Bush Campaign.

ZEMAN HOLDS a BA in Humanities from Washington State University and graduated in 1985. When Zeman isn’t promoting distinguished wines from Sonoma, Napa, Washington and Oregon she enjoys cooking and entertaining with her husband at their Alexander Valley home.

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