



WINES OF
BRITISH COLUMBIA

Paul Sawler, Dirty Laundry Vineyard



I have had the privilege of working in the wine business for the last seven years as the Director of Sales and VP of Marketing and Market Development for Dirty Laundry Vineyard. My role encompasses external sales, Ecommerce, marketing, branding, strategic planning. In addition to managing our internal and external sales teams I have built and maintained strategic relationships with all key accounts and Chain clients.

I have participated on the WGBC marketing committee and the BCLS task force in 2017 – 2018. I am a big supporter of the WGBC and its initiatives. Prior to joining Dirty Laundry, I spent 15 years running the Western Canadian sales and operations teams for Aramark Corporation and Culligan water where I had full P&L responsibility for a \$50 million dollar business with more than 250 employees. My responsibilities for both firms included: Managing Senior Client Relationships, Managing Retail Operations, Strategic Planning, Divestitures and Acquisitions, Building and Managing Sales Teams, Strategic Partnerships, Business to Business & Household Sales Management, Financial Planning and Budgeting.

I also bring a significant amount of Board of Director experience including: 2014-2018 -Calgary Regional Partnership (An organization consisting of representatives of 18 municipalities in and around the city of Calgary) The responsibilities of this organization included the development and implementation of a Regional Development Plan, Shared Municipal Services and Regional infrastructure. 2013- 2021 – Townsite of Redwood Meadows Administration Society – This is a quasi-municipal organization that manages a town of 1200 people in Redwood Meadows, the only selfgoverning body operating wholly inside a First Nation Reserve in Canada. I held the position of President of the Society and Mayor of the town until July 1st of this year. We successfully negotiated a 75-year lease extension working with the Tsuut'ina First Nation and three separate departments of the Government of Canada. Both Board roles have given me insight into Governance, Board operations, Community engagement, risk management, Government relations and strategic planning. I would be honoured to have the opportunity to give back to the industry and help navigate a path forward in these uncertain times.

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