

INSIGHT CONFERENCE

Insights to Inspire

KRISSY NEILSEN

KRISSY NEILSEN COMMUNICATIONS

Krissy is the founder of Krissy Neilsen Communications and has been a passionate part of the wine industry for nearly 15 years. With expertise across technical, hospitality, and communications aspects of wine club management, she brings a wealth of experience in club strategy, development, and management. After launching her own business, Krissy has worked with wineries to design custom wine clubs, provide training, and offer strategic direction on a wide range of topics. As a self-proclaimed wine club enthusiast, she thrives on helping wineries grow and connect with their customers.

Krissy also specializes in onboarding wineries to club and ecommerce platforms like Commerce7 and WineDirect, building integrated websites, and training teams on these systems. She has organized hundreds of events, written and designed thousands of email newsletters, developed winery media kits, and created brand guides. With a strong ability to blend data, intuition, and research, Krissy crafts communications and strategies that resonate and drive results.

