



# Meet **our** Directors



## **Samantha Collins, Mission Hill Estate Winery, Mark Anthony Group**

**Samantha Collins** is an award-winning brand marketer who previously held senior leadership positions at Treasury Wine Estates and Diageo North America. Notably she served as Vice President of Brand Marketing for Treasury where she led strategy for such brands as Beaulieu Vineyard, Stags' Leap Winery and Penfolds and served as Global Director for 19 Crimes as it grew to over a million cases and launched the Living Wine Labels App.

Samantha's work has been awarded a Super Reggie for 19 Crimes, a Gold Reggie for Penfolds and numerous other industry accolades.