

# DAVID SCHUEMANN

## *Speaker Résumé*

**PHONE:** 707.265.1891

**EMAIL:** dschuemann@cfnapa.com

**TWITTER:** @David\_Schuemann

**LINKEDIN:** linkedin.com/in/davidschuemann

**BLOG:** drinkwithyoureyes.com

## **BIOGRAPHY**

Over the past 15 years David Schuemann has led CF Napa Brand Design to become one of the world's preeminent brand agencies specializing in the alcohol beverage category. During that time, CF Napa has created some of the fastest-growing and most successful alcohol brands in the world. The firm's work has earned international recognition from almost every major design competition in the world and has been showcased in some of the most prestigious museums including the Museum of Modern Art.

In 2013, Schuemann authored "99 Bottles of Wine, The Making of the Contemporary Wine Label". The book offers a rare behind-the-scenes look at how creative packaging and innovative design at CF Napa drive some of today's most successful wine brands. David serves on the advisory board for Women of the Vine as well as Artisan Spirit Mag, where he is considered a thought leader in branding for the burgeoning craft spirits industry. In addition to his involvement in a variety of industry organizations, David speaks regularly about strategic branding and design at conferences worldwide.

## **SPEAKING TOPICS**

- Implementing an Innovative Design
- The Psychology of Wine Labels
- Why You Can't Market to Millennials
- The 9 Attributes of Highly Successful Alcohol Beverage Brands
- The 80/20 Rule for Alcohol Beverage Branding: Why Consumers Purchase Package over Product
- Revolutionary vs. Evolutionary Redesign for Alcohol Brands
- The Selling Power of Stories
- Leveraging Confirmation Bias in Alcohol Beverage Branding
- We Drink With Our Eyes
- Marketing to HENRY's (the High Earners Not Rich Yet demographic)

## NOTABLE SPEAKING ENGAGEMENTS

- **Upcoming:**  
**ADI Annual Conference**  
San Diego, CA | April 2016  
*The 80/20 Rule: Why Consumers Purchase Package Over Product*
- **USBevX**  
Washington, DC | February 2016  
*We Drink With Our Eyes – Why Those Who Like the Package Love the Product*
- **American Craft Spirits Association Convention & Trade Show**  
Chicago, IL | March 2016  
*How Millennials are Changing the Game for Craft Spirits*
- **ADI Hands-On Rum and Whiskey Distilling Workshop, Do Good Distillery**  
Modesto, CA | November 2015  
*The 80/20 Rule: Why Consumers Purchase Package Over Product.*
- **Women of the Vine Global Symposium**  
Napa, CA | March 2015  
*Branding That Works – How to Stand Out Amongst the Competition*
- **American Craft Spirits Association Convention & Trade Show**  
Austin, TX | February 2015  
*Why Those Who Like the Package, Love the Spirit.*
- **Wine Vision**  
London, UK | November 2014  
*We Drink With Our Eyes. Why those that like the label love the wine*
- **Craft Beverage Expo**  
Santa José, CA | May 2014  
*Sending the Right Message – Defining & Redefining Your Brand*
- **Unified Wine & Grape Symposium**  
Sacramento, CA | January 2014  
*Wine Packaging Steps, Trends and Innovations to Increase Consumer Pull.*
- **Wines & Vines Packaging Conference**  
Napa, CA | August 2014  
*Implementing an Innovative Design*
- **Luxury Marketing Council – Best Practices for Small Producers**  
Napa, CA | August 2013  
*Wine Label Design, the Do's and Don'ts*
- **Wines of Chile Conference**  
Santiago, Chile | August 2012  
*The Core of Every Successful Brand – New Trends in Packaging and Labeling in Relation to Chilean Wines.*
- **Owning & Operating a Winery**  
Napa, CA | March 2012  
*Developing and Growing Your Brand*

## NOTABLE SPEAKING ENGAGEMENTS CONTINUED

- **Luxury Marketing Council – How to Make Sense of Today’s Chaotic Luxury Wine Market – An Advanced Survival School for Wine Marketers**  
Napa, CA | June 2010  
*Successful Strategies and Tactics in Today’s Marketplace to Improve Brand Performance, Customer Experience, and Market ROI.*
- **American Distilling Institute – Whiskey Distilling Workshop**  
Petaluma, CA | June 2010  
*Key Elements to Building a Successful Spirits Brand*
- **Wine Road – The New ABC – Always Be Creative – Turning assets into customers**  
Sonoma, CA | June 2010  
*Discovering Your brand’s Intangible Qualities and How to Leverage Your “Brand Essence” to Enhance Your Brand’s Assets for Increased Bottom Line Results.*