

## David Schuemann | Speaker Resume

**Bio:** Over the past 17 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).

### Previous Speaking Engagements:

#### California Historical Society

##### Exploring the Future of Wine Label Design

April 2017

**Topic:** Presentation and a discussion around the future of the wine label. From established label makers to start-ups to law, this event will highlight the possible innovations, challenges, and potential futures for the wine label design industry.

#### WestPack – Packaging Design that Sells Conference, Anaheim, CA.

February 2016

**Topic:** *The Ultimate Balancing Act – Preserving Your Original Brand Story While Evolving With Your Consumer.*

#### USBevX 2016, Washington D.C.

February 2016

**Topic:** *Consumers Drink With Their Eyes - Why Consumers Purchase Package Over Product.*

#### American Craft Spirits Association Distillers & Convention Trade Show, Chicago, IL.

March 2016

**Topic:** *How Millennials are Changing the Game*

#### Craft Beverage Expo, Oakland, CA.

May 2014

**Topic:** *Creating a Viable Brand*

#### ADI Hands-On Rum and Whiskey Distilling Workshop, Do Good Distillery, Modesto, CA.

November 2015

**Topic:** *The 80/20 Rule: Why Consumers Purchase Package Over Product.*



**Sonoma State University**

September 2015

Topic Building Brands; Developing Your Brand's Essence, Developing Your Story and The Importance of Packaging and Branding in Your Brand's Success.:

**Women of the Vine Global Symposium, Napa, CA.**

March 2015

Topic: *Branding That Works – How to Stand Out Amongst the Competition.*

**Wines & Vines Packaging Conference, Napa, CA.**

August 2015

Topic: *Panel Discussion in conjunction with Neilsen on wine packaging and the importance of a great creative brief.*

**American Craft Spirits Association Convention & Trade Show, Austin, TX.**

February 2015

Topic: *We Drink With Our Eyes. Why Those Who Like the Package, Love the Spirit.*

**Wine Vision, London, UK.**

November 2014

Topic: *We Drink With Our Eyes. Why Those Who Like the Label, Love the Wine.*

**Wines & Vines Packaging Conference, Napa, CA.**

August 2014

Topic: *Implementing an Innovative Design & Wine Packaging Trends*

**Craft Beverage Expo, Santa José, CA.**

May 2014

Topic: *Sending the Right Message – Defining & Redefining Your Brand.*

**Unified Wine & Grape Symposium, Sacramento, CA.**

January 2014

Topic: *Wine Packaging Steps, Trends and Innovations to Increase Consumer Pull.*

**Luxury Marketing Council – Best Practices for Small Producers, Napa, CA**

August 2013

Topic: *Wine Label Design, the Do's and Don'ts.*

**Wines of Chile Conference, Santiago, Chile**

August 2012

Topic: *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

Topic: *Developing and Growing Your Brand.*

**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

Topic: *Successful Strategies and Tactics in Today's Marketplace to Improve Brand Performance, Customer Experience, and Market ROI.*

**American Distilling Institute - Whiskey Distilling Workshop, Stillwater Spirits, Petaluma, CA**

June 2010

Topic: *Key Elements to Building a Successful Spirits Brand.*



**Wine Roads – The New ABC – Always Be Creative - Turning assets into customers, Sonoma, CA**

June 2010

Topic: *Discovering Your brand's Intangible Qualities and How to Leverage Your "Brand Essence" to enhance Your Brand's Assets for Increased Bottom Line Results.*

**Connect With David:**

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