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WINE ROAD NAMES KATIE AMBROSI AS NEW EXECUTIVE DIRECTOR

Healdsburg, CA, May 20, 2026 -- Wine Road is pleased to announce Katie Ambrosi as its new Executive Director. Ambrosi will officially begin her new role on June 1, as the organization marks its 50th anniversary this year.

Ambrosi brings more than two decades of experience across marketing, hospitality, and brand leadership to the role. This includes over 10 years as Director of Marketing for Wilson Artisan Wines, where she led marketing strategy, events, communications, and direct-to-consumer initiatives across 12 winery brands and multiple lodging properties, including direct-to-consumer sales strategy and events with attendance of up to 1,000. She is widely known for her creative event concepts, hospitality experiences, and ability to build meaningful relationships throughout the wine community.

"Wilson Artisan Wines has been my home, my heart and my life for the last decade. I am profoundly grateful to Ken Wilson, the Wilson family, CFO Jon Pelleriti and the entire team for the opportunities, trust, friendships and experiences that shaped my career and my life," said Katie Ambrosi, incoming Executive Director of Wine Road. "Leaving was not an easy decision, but I am thrilled to bring my passion and perspective to Wine Road. I am eager to bring fresh energy and momentum to the organization's wineries and lodging properties while staying grounded in the realities of the current market."

In addition to her professional background, Ambrosi, who was born and raised in Healdsburg, has served as a Wine Road Board member and on the Healdsburg Chamber of Commerce Board, and has been actively involved in local charitable and community events. A longtime advocate for the region and a strong relationship builder, she brings a hands-on approach to the position. Her first priority will be getting up to speed for Wine Road's major upcoming events, including Wine Road's 50th Anniversary Grand Tasting in September and Wine & Food Affair in November.

"Katie brings a rare combination of creativity, industry knowledge, and deep community connection to this role," said Julie Pedroncelli, Board President of Wine Road. "As we honor Beth Costa's remarkable 26-year legacy, we're excited to welcome a leader who understands our members, loves this region, and is ready to build on everything Wine Road



represents. Katie is the kind of leader who can guide us forward with fresh ideas, strong relationships, and a real commitment to our wineries, lodgings, and visitors.”

The appointment follows the retirement of Beth Costa, whose extraordinary era with Wine Road helped grow the organization into a trusted travel resource and strong community partner. Her legacy of keeping connection, collaboration, and member support at the heart of the mission has laid a strong foundation for the future.

With Ambrosi stepping into the role, Wine Road is focused on a smooth leadership transition and continued support for its members. As the organization celebrates its 50th anniversary, this next phase will focus on maintaining strong programs, advancing key events, and building on the foundation established over the past five decades.

ABOUT WINE ROAD NORTHERN SONOMA COUNTY:

The Wine Road is a travel resource for those looking to visit the region, which is famous for its renowned wine producers and cuisine, scenic beauty, and wine country lifestyle. The association hosts three celebrated wine events throughout the year, “Winter WINEland” in January; “Barrel Tasting” in March; and “Wine and Food Affair” in November. Made up of 100+ wineries and 30 lodgings throughout the Alexander, Dry Creek, and Russian River valleys in Sonoma County, something is always going on along the Wine Road.

To plan your next trip, please visit: www.wineroad.com. For additional information, or to request a free map, call 800.723.6336 or via e-mail at info@wineroad.com, or visit the Wine Road on [Twitter](#), [Facebook](#), [Pinterest](#) and [Instagram](#).

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