

Lisa A. Lowery

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Highlights

- Contestant on Discovery Channel's - Moonshiners: Master Distiller, Season 2, Gin Craze Episode #5.
- Passionate about the craft spirit industry, collaborative thinking, community spirit, and sustainable practices.
- NC Spirits Broker, distilling educator, supporter of legal distilling, micro-distillery design & consulting.
- Fundamental understanding of production and distillation processes from grain to glass.
- Expertise in sales, marketing, event planning, product demonstration and education to peers and students.

Professional Experience

Mystic Farm & Distillery, Durham, NC

2018 to 2021

Head Distiller

- Responsible for production and packaging of all portfolio spirits including bourbon, gin, unaged & liqueur.
- Held educational sessions on whiskey tastings, comparisons, history, distiller-for-the-day training, and daily tours.
- Knowledge of mash, fermentation and distillation processes for creating spirits such as rum & brandy.
- Upgraded front-of-house to a profitable retail space through merchandising, creative cocktails, and trained staff.
- Managed apprentice distillers and bartenders, purchasing of goods/services, social media, events, bottling staff, volunteers, shipping, and barrel house operations.

Good Hops Brewing, Carolina Beach, NC

2016 to 2018

Taproom Manager, Events Coordinator

- Emphasis on employee growth through product education, understanding the customer experience, team trips.
- Plan and coordinate community support by hosting monthly fundraisers, open meeting space, product donations, etc.

J. America - Outdoor Products Division, Wilmington, NC

2010 to 2017

Director of International Sales - John Deere Corporate Accounts

- Managed new and existing international market development for John Deere Sportswear, 2017 \$1.2M quota.
- Trained U.S. dealers on merchandising modules to facilitate movement of goods through showrooms.
- Created, managed divisional Customer Service department, solely for John Deere customers, dealerships, staff.

Michigan Brewing Company, Webberville, MI

2008 to 2010

Marketing and Event Manager

- Created/planned events to increase visits; new monthly homebrew classes brought 100's of brewers.
- First brewery social networkers in the state; postings used by consultants to train brewery staff how to network.
- Managed company website and created distributor pages to inform guests of beer locations and availability.

Tugby's Downtown, Webberville, MI

2004 to 2007

Owner

- Managed bar & restaurant, named provider of liquor license, facilitated all marketing and events.

Personal Education

- *Craft Distillation: Art & Science, Commerce & Compliance*, Spirit Institute Puget Sound, WA, April 2018
- *Certified Beer Server*, Cicerone Certification Program, November 2017
- *Responsible Alcohol Seller/Server Training*, North Carolina ABC, June 2016
- *Business*, Oakland University & Oakland Community College, Rochester Hills, MI, 1989 to 1993