



FOR IMMEDIATE RELEASE

Bâtonnage Forum Appoints Michelle Schromm as New Executive Director

Napa, Calif.—[Bâtonnage Forum](#), a nonprofit organization dedicated to empowering women in wine and fostering opportunities that create equity within the industry, is excited to announce Michelle Schromm as its new Executive Director. Michelle brings extensive experience as a woman in wine and is dedicated to advocating for equality within the wine industry. Coupled with a background in nonprofit management, she is well positioned to lead the organization, a 501(c)(3) since 2022, in its next phase of growth and impact.

“Michelle brings a deep sense of commitment to the Bâtonnage community and an array of experiences that will greatly benefit the future direction of the organization. We’re excited to have her join the team to lead our initiatives,” says Sarah Bray, co-founder and Chair of the Board.

Michelle has been an active member of the Bâtonnage community since its first annual forum in 2018 and has supported the organization’s quickly growing [Mentorship Program](#) for the last two years as a Level 1 and Level 2 Mentor. Her journey in the wine industry began over a decade ago in Mendoza, Argentina, where she led the Hospitality program at Pulenta Estate, as well as co-founded a nonprofit organization supporting vineyard workers in the region’s wine country. After returning to the United States in 2015 to work for Paul Hobbs Wines in Marketing and Sales, Michelle eagerly joined the young and largely women-led team at the Sonoma Coast’s RAEN Winery in 2021, where today she serves as Director of Marketing and Direct Sales.

“The mission of Bâtonnage is one near and dear to my heart, and it’s been thrilling to watch the organization grow in reach and impact since its inception five years ago,” says Michelle. “Looking ahead, there is still so much work to be done to advocate for a more equitable industry for women and other underrepresented communities, and it is exciting to be part of an organization that is playing a key part of that change. I am excited to support the next phase of growth for Bâtonnage as we strive to move the industry forward to be more inclusive and equitable.”

As Executive Director, Michelle Schromm will work closely with the Board of Directors, which includes long-time members Stevie Stacionis, Sarah Bray, Priyanka French, Katie Canfield, and Cassie Newman, along with newer additions Shakera Jones, Erica Duecy, Mary Maher, Annette Alvarez-Peters, Anitha Gandhi, and Justin Trabue. Michelle will lead a diverse group of

dedicated volunteers and talented industry professionals to develop and oversee various community initiatives, including the Mentorship Program, which is now accepting Mentee applications for Level 2.

Candidates [may apply](#) to be a Level 2 Mentee through June 14, 2023 for program start end June. More information and link to apply is available on the website: batonnageforum.com/mentorship-program-level-2.

For media inquiries or more information about Bâtonnage Forum, please contact Katie Canfield at katie@odonnell-lane.com or 530-720-1138.

For more information regarding the Mentorship Program, visit batonnageforum.com/mentorship-program or send email to mentorship@batonnageforum.com.

About Bâtonnage Forum:

Founded in 2018, Bâtonnage Forum is a nonprofit organization dedicated to fostering a community for all those who identify as women working in the wine industry. In addition to the annual forum—which educates about the unique challenges and opportunities that women in the field have faced historically and present-day—the platform encompasses a mentorship program, designed to create a positive course forward wherein individuals who have traditionally been overlooked or spoken over achieve equal opportunities and equal representation across all sectors and tiers of the industry. For more information and to join the conversation, visit batonnageforum.com.