



TRADITIONAL CONSULTING • INNOVATIVE RECRUITMENT

JEFFREY ALAN OTTOBONI
Consulting COO

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EXECUTIVE SUMMARY

With over 30 years of management experience within the beverage alcohol industry and a broad range of managerial skills encompassing virtually all business operations and companies large and small, Jeff is uniquely qualified to advise our clients on their entire slate of business challenges. Holding various C-suite roles throughout his career, he has also contributed at the Board level, frequently as the lead company officer addressing overall business performance. Throughout his career, Jeff emphasizes talent development and education, team building, employee recognition, coaching and encouraging cross-functional participation and viewpoints in all critical business decisions.

EMPLOYMENT HISTORY & EXPERIENCE

PARTNER, CONSULTING COO

2024 to Present

Specialty consulting firm that customizes operations management solutions by utilizing part- and full-time staff through contract employment or direct hire.

- Leads the Food & Beverage practice.

2GO Advisory Group

www.2goadvisorygroup.com

CHIEF OPERATING OFFICER

2022 to 2024

Responsible for all operations of a lifestyle (wine, hospitality, restaurant, events, retail) business, specifically hired to effect a financial turnaround from the pandemic downturn. Reported to Founder.

Folktales Group

Carmel, CA

EXECUTIVE PARTNER

2022

Partnered with private equity firm to source a beverage business to purchase and operate.

Salt Creek Capital

Woodside, CA

CHIEF EXECUTIVE OFFICER

2019 to 2021

Responsible for all operations of a top 50 pioneering craft brewer. Reported to Board of Directors.

North Coast Brewing Company

Fort Bragg, CA

- Effected a complete financial and operational turnaround of a company that had lost several million dollars prior to arrival.
- Significantly reorganized personnel and processes to address the global pandemic.

CHIEF FINANCIAL OFFICER

2016 to 2019

Responsible for finance, planning, control, administration, human resources and most operations for rapidly growing international luxury wine business. Reported to President/Founder.

Paul Hobbs Winery

Sebastopol, CA

- Guided an already very profitable company to three years of record performance.
- One of two officers of company who effectively functioned as Chief Operating Officer, as well as CFO, during much of tenure upon departure of previous COO and decision not to fill position.

VICE PRESIDENT

2012 to 2015

Responsible for company operations, finance, planning, control and administration for high-end, international marketing and sales agent. Duties also included oversight of legal, compliance, and personnel matters for subsidiary with \$55M in annual revenue. Reported to President and Founder.

Wilson Daniels Ltd.

St. Helena, CA

VICE PRESIDENT

2002 to 2012

Responsible for company financial operations, planning, control, compliance, and administration of \$450 million multi-entirety wine industry investment group. Reported to Co-Founders.

Premier Pacific Vineyards

Napa, CA

PRESIDENT

2000-2002

David Bruce Winery

Los Gatos, CA

CHIEF FINANCIAL OFFICER

1995-2000

Cuvaision Winery

Calistoga, CA

VARIOUS POSITIONS

1987-1994

E & J Gallo Winery

Modesto, CA



EDUCATION

JD, UCLA, School of Business

BBA, University of Notre Dame

- Accounting

CERTIFICATIONS

Certifications through Wine & Spirit Education Trust (WSET)

- Diploma Program Coursework (2015 – 2019)
- Level III Award in Wines and Spirits (with Merit) (2015)
- Level II Award in Spirits (with Distinction) (2014)
- Level II Award in Wines and Spirits (with Distinction) (2014)

Certifications through Society of Wine Educators (SWE)

- Certified Specialist of Wine (CSW) (2013)
- Certified Specialist of Spirits (CSS) (2014)

Financial Certifications

- Certified Financial Manager (1999)
- Certified Public Accountant (1992)
- Certified Management Accountant (1991)
- Certified Internal Auditor (1990)

2GO Advisory Group



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