



## EXECUTIVES

### **Rich Bouwer, President**

Rich joined Free Flow as Chief Operating Officer in 2018 to oversee Operations, Finance & Supply Chain. Rich began his career in the wine industry in 1990. Since then he has held senior positions with Saxco International, Beringer and Gallo, sourcing wine bottles in the US, Central America, Europe and Asia and providing packaging to more than 1,000 wineries. Rich is delighted to be part of the Free Flow team and relishes the opportunity to change the way premium wines are delivered to consumers. In his free time Rich enjoys open water swimming, college sports, and spending time with his family.

### **Heather Clauss, Chief Commercial Officer**

Heather joined Free Flow in 2011 and currently oversees all sales & marketing. With an eclectic blend of experience in technology, finance, design and marketing, Heather has helped to build Free Flow from the ground up. She believes that our customers are our biggest asset and is committed listening, collaborating, problem solving and providing innovative solutions to help them reach their goals. When she isn't working, Heather enjoys spending time with her family exploring beautiful northern California.

## BOARD OF DIRECTORS

John Muse, Chairman

Waltz Klenz

Albert Baldocchi

Gary Horton

Richard Gerstein

Lane Cardwell

Phil Collins

Jordan Kivelstadt

## LEADERSHIP TEAM

Rob Perman, VP of Operations

Mary Woodka, VP of Business Development

Phil Borgmeyer, VP of Finance

Harry Harris, General Manager of TAP'D Draft Solutions

Ted Carrick, Director of Supply Chain