



Jessica Altieri, CS Executive Bio

Ms. Altieri, 27, is a Certified Sommelier, graduating from the world renowned Court of Master Sommeliers. Additionally, Ms. Altieri, the Founder and CEO of WineChannelTV, is an experienced broadcast media and social media marketing professional with industry experience in online media and marketing research. Her focus on “millennials” and the wine industry has attracted major worldwide wine brands, retailers as well as trade associations and government trade organizations.

Ms. Altieri has extensive experience in online social media campaigns within the wine lifestyle industry, including the marketing, production and launch of social media campaigns featuring wine brands, wine lifestyle and food campaigns. Ms. Altieri is a Professional Wine Competition Judge and participated in the following wine competitions in 2012: NextGen Wine Competition for Millennial Wine Drinkers; International Women’s and Wine Competition; Sonoma County Harvest Fair. Ms. Altieri has appeared on ABC7 Chicago, WGN Chicago, DirecTV, Reuters, among others, for her wine lifestyle expertise.

WineChannelTV and WineChannelTV Media (wctvmedia.com) are part of the WineChannelTV Network, founded in 2009 by Jessica Altieri (JustJess), CEO, Certified Sommelier and media marketing professional. WineChannelTV is more than a passive online experience. It's a fun, fresh multi-platform experience to engage and connect with passionate wine lovers around the world. In 2012, Wine Channel TV has over 29K fans, monthly impressions of over 20 million, and a Friend of Fan reach of over 14 million on Facebook.

Ms. Altieri has extensive international travel and food experience traveling within Italy, Spain and Africa including the production of a documentary in Ghana and participation in a world renowned food class in Tuscany. Ms. Altieri participated in volunteer youth programs in Harlem with underprivileged youth, teaching basketball and team sports on weekends. Ms. Altieri was an NCAA scholar athlete in basketball and graduated from New York University with Honors with a degree in Broadcast Journalism.