

Bruce Smitham**Vice President of US Sales**

Bruce Smitham manages Bernardus distributor network and all aspects of the business throughout the United States. With 29 years of wine industry sales and management experience, Bruce has established a reputation as a hard-working, detail-oriented manager known for building successful relationships with distributors and the trade.

Bruce began his wine career at Constellation Brands and was promoted to Designated Sales Trainer. Bruce then moved to Southern Wine & Spirits distributor as Sales Rep and was promoted to Key Accounts Manager Fine Wines in Los Angeles. In 2001, Bruce joined J. Lohr as S. Cal Area Manager. In 2011, Bruce was promoted to S. Cal Senior Area Manager and later managed the Western Division team. In 2017, Bruce was promoted to Regional Manager Enterprise Markets position across the entire US.