

## **Erin Mitchell**

Having grown up and spent all of her adult career in Niagara, Erin Mitchell is a seasoned entrepreneur, marketing professional and business leader, with 30 years of experience working in the wine, advertising and tourism industries. President of Megalomaniac Wines, recently ranked #3 Winery in Canada, Erin is responsible for winery operations, including wine production, vineyard holdings and its restaurant and visitor experiences. In her first 3 months with the winery, she created a new wine brand, Much Obligated, to support front line healthcare workers during the Covid pandemic, raising thousands of dollars for Food Banks Canada and first responder charities. She was a 2021 Hamilton YWCA Women of Distinction Courage of Covid Award finalist for her work on this initiative.

Previously, Erin was a co-founder of and partner for nine years at Loud+Clear, one of Niagara's largest full service advertising agencies, led a respected tourism marketing consulting practice, and worked as Marketing Manager for Andrew Peller Limited.

Her past Board experience includes terms as Director for the St. Catharines General Hospital Foundation, St. Catharines YMCA (Chair, Help the Y Help Campaign), Niagara Employment Alliance, and Niagara Grape & Wine Festival. She is currently the Vice Chair of the Board for Wine Growers of Ontario.

Erin has an MBA from the Rotman School at University of Toronto, and a BA and MA in English from Cambridge University, UK.