



Tracy Dauterman
Retail Sales Manager

Tracy joined JUSTIN Vineyards & Winery on August 14, 2007 after spending 3 years on the east coast and 5 years working as a management consultant and marketing research analyst with Booz Allen Hamilton. In this position, Tracy coordinated the marketing efforts for Booz Allen's Aerospace & Defense team including developing marketing collateral, tracking sales and account performance, and planning marketing meetings and strategy sessions. She also participated in various consulting engagements where she worked with clients in program management, market strategy, acquisition due diligence, and supply chain management. Additionally, Tracy was the co-chair of the communications committee for Booz Allen's Junior Exempt Employee Forum where she co-founded a newsletter distributed to 1600 employees. Tracy was also an active member of the Washington D.C. Chapter of the American Marketing Association where she helped plan the organization's M-Awards in 2005 and 2006.

A California native and graduate of UC Santa Barbara, Tracy is excited to be back on California's central coast and working in beautiful Paso Robles. Here at JUSTIN, Tracy works closely with all the members of the sales & marketing department which keeps her busy and challenged. If you are in search of more information regarding JUSTIN wines or any marketing material, please contact her at tracy@JUSTINwine.com.