

Emily Wood Bowron
Senior Vice President Strategic Marketing

Emily Wood directs all Marketing activities for Red Diamond including leading and managing the development, design, and execution of marketing strategies which improve the value and perception of the brand. She collaborates with Wholesale and Retail Distribution Divisions to identify new product and line opportunities and leads the execution of new product development and sales launches. In addition, Emily Wood leverages existing business relationships and develops new ones to continue to showcase the Company's overall brand leadership and industry expertise. Emily Wood has built a team of marketing professionals and leads them to grow the Red Diamond brand nationally across industry channels with responsibility for innovation and product development, media placement and public relations, point of sale materials, and corporate events. Emily Wood joined Red Diamond in May 2015 as Director of Strategic Marketing. She was promoted to Assistant Vice President Strategic Marketing in March 2018 and Vice President Strategic Marketing in April 2020.

Prior to joining Red Diamond, Emily Wood worked with AON Hewitt as an Associate Consultant. In that role, she was responsible for developing, executing and communicating strategies for Fortune 500 clients regarding corporate benefit programs and client internal initiatives related to wellness, retirement, and corporate change. Previously, Emily Wood worked for Neiman Marcus in two different roles. First, she was an Assistant Buyer for Neiman Marcus in Dallas, Texas where she analyzed product selection and refined demographic allocation utilizing statistics to formulate actionable strategies. After two years, she was promoted to a Department Manager role in White Plains, New York where she developed training and motivational techniques to promote sales team strategies designed to exceed sales plans. Emily Wood is a 2010 Phi Beta Kappa graduate of the University of North Carolina at Chapel Hill with a double major in English and Dramatic Arts. In 2019, Emily Wood served as President of the Southern Coffee Association. She continues to report to the President of the company.