



Australian Government

Wine Australia

# Media Release

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## WINE AUSTRALIA ANNOUNCES NEW GENERAL MANAGER MARKET DEVELOPMENT

Wine Australia has appointed experienced wine industry professional James Gosper as its new General Manager, Market Development.

Currently Wine Australia's Regional Director of North America, James will start in the role on June 1. He will remain in the US to assist with recruitment and handover for his existing role, before moving to Australia later in the year.

Wine Australia CEO Andrew Cheesman said there was enormous interest in the role and an outstanding list of candidates had applied.

"We are very pleased to announce James as the successful candidate. He has an exceptional understanding of the Australian wine landscape and also of the Wine Australia business," he said.

"James' vast experience in the wine sector, particularly in terms of building relationships and international market development was a key factor in the final decision.

"James has worked in a variety of wine industry roles for the past 20 years, including retail, winemaking, marketing, sales and brand management."

James previously held positions in Australia at Domaine Chandon/Green Point, Cloudy Bay, Piper's Brook and Lindemans.

He spent 12 years at Green Point - Domaine Chandon Australia, in the Yarra Valley, Victoria with the final four years as Chief Winemaker/Winery Manager, and a member of the executive team. Following this role, he moved to the US to take up the position of Brand Director in New York with Moet Hennessy USA where he was responsible for the marketing and sales nationally for Green Point, Cape Mentelle and Cloudy Bay wines.

In 2009 James accepted the role of Regional Director for North America for Wine Australia.

"James has made a significant contribution over an extended period to the Australian wine sector both in Australia and overseas and we are looking forward to welcoming him back home to continue with us," Mr Cheesman said.

"This is a positive development for our marketing team and James will offer experience, commitment and leadership."

James said he was very excited about moving into this role.

"We have a very strong team, with innovative ideas and dedication to re-energising our category globally. I look forward to developing a strong bond between all stakeholders, and building the confidence and opportunities to enable the Australian wine industry to continue to be a highly respected member of the global wine community," he said.



The General Manager Market Development role will be based in Sydney, working closely with allied agencies including Austrade and Tourism Australia. The position will report to the CEO and is responsible for the strategic marketing and promotion of Australian wine in the domestic and international markets.

The General Manager Market Development is also responsible for leading Wine Australia's dedicated marketing team in Australia and in key international markets.

In addition, Julia Angove, Wine Australia's Manager, Communications & PR is relocating and will work alongside James in Sydney.

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For further information:

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**Notes for editors:**

- **Wine Australia** is a statutory Government organisation established to provide strategic support to the Australian wine sector. Its mission is to enhance the operating environment for the benefit of the Australian wine industry by providing the leading role in market development; knowledge development; compliance; and trade.
- **A+ Australian Wine** is the consumer-facing brand which aims to reposition the Australian category via image, price and representation.

