

Cakebread Cellars



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Laura Webb *VP of Sales and Marketing*

Laura joined Cakebread Cellars in 2021 as the Vice President of Sales and Marketing. Before Cakebread Cellars, Laura spent over 20 years in strategy, marketing, and innovation within the consumer goods industry. Laura ran her consulting firm for nearly a decade providing strategic marketing and fractional CMO services for a range of luxury wine brands, including Far Niente, Nickel & Nickel, Beaulieu Vineyards, McBride Sisters, and Sonoma Cutrer. Before starting her business, Laura spent nearly a decade at Brown-Forman, leading global innovation and several brand portfolios. Laura's passion for business and marketing developed early in her career at Deloitte Consulting, Yum Brands, and Gallo.

"I have always been fascinated by how humans make decisions. From my first job in sales, this curiosity has driven every step of my career and ultimately determined my progression into marketing leadership. I am passionate about understanding consumers and buyers to create iconic, lasting brand businesses that bring joy to people and connect with them at a deep emotional level."

Laura graduated from Colgate University with a BA in Economics and earned her MBA degree from Vanderbilt University. When Laura is not working, she enjoys running, cooking, reading, and hanging with her husband and three kids.



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