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IWSR welcomes Dan Medlock as new CFO amid growth initiatives

A strategic financial move in the beverage alcohol data sector

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In the ever-dynamic world of beverage alcohol data and intelligence, the International Wine and Spirits Record (IWSR) has just played a significant move on its strategic chessboard. As of February 2024, the London-based authority on all things spirited announced the appointment of Dan Medlock as its new Chief Financial Officer (CFO). Medlock, who steps into the role with an impressive résumé, takes over from Nadya Bentley, who held the position on an interim basis.

Before venturing into the heart of the beverage alcohol data realm, Medlock sharpened his financial and operational acumen in the generative AI sector as the Chief Financial & Operating Officer at Phrasee. His journey also includes a significant tenure as Finance

Director at Streetbees, a consumer intelligence platform. This diverse background in finance and operations, especially within the tech and AI sectors, positions him uniquely to steer IWSR through its next phase of growth.

Julie Harris, the CEO of IWSR, couldn't hide her enthusiasm about this new addition to the team. She praised Medlock's proven track record in driving robust financial outcomes, his ability to instill financial and operational discipline, and his inspirational leadership style. For a company like IWSR, standing at a pivotal growth juncture, these qualities are not just assets but necessities.

Medlock himself is stepping into his new role with a vision and eagerness that matches the company's ambitious trajectory. His statement reflects a genuine excitement about contributing to the company's future, signaling a period of robust growth and innovative strategies ahead for IWSR.

So, what does this mean for IWSR and the beverage alcohol data and intelligence sector at large? Firstly, Medlock's diverse background, combining tech, AI, and consumer intelligence, could herald a new era of data-driven insights and innovations for IWSR. His expertise in these areas might be the catalyst IWSR needs to harness the power of AI and big data analytics even more, refining their offerings and perhaps even introducing new products or services to their portfolio.

Moreover, his appointment comes at a time when the beverage industry is navigating through a period of significant change, driven by shifting consumer preferences, sustainability concerns, and the digital revolution. Medlock's experience in managing growth and operational efficiency will be crucial as IWSR continues to expand its global footprint and adapts to these evolving market dynamics.

The IWSR team, under the leadership of Julie Harris and with Dan Medlock steering the financial helm, appears poised for an exciting phase of innovation and growth. As stakeholders in the beverage alcohol industry and observers of the data and intelligence sectors watch closely, the anticipation is building around the strategic moves IWSR will make next. With a clear vision and a strengthened leadership team, the path ahead for IWSR looks not just promising but exhilarating.