



STATE LIQUOR & WINE OUTLET STORES NH LIQUOR COMMISSION

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NH Liquor Commission Names Lorrie Piper Division Director of Marketing, Merchandising, and Warehousing

Marketing veteran with more than 20 years of experience steps into new role

Concord, NH – The New Hampshire Liquor Commission (NHLC) recently named Lorrie Piper the Division Director of Marketing, Merchandising, and Warehousing. In this role, Piper is responsible for conceptualizing and implementing marketing strategy, achieving marketing targets, and providing exceptional leadership, all while supporting the mission, vision, and values upheld by NHLC. Prior to joining NHLC, she managed Marketing Strategy and Advertising for FIRST, the world's leading youth-serving nonprofit advancing STEM education, for more than five years. She was sworn into her new role on December 3, 2019.

“With a diverse marketing background and extensive experience, coupled with in-depth knowledge of business management, Lorrie is exceptionally qualified and is well-positioned to lead our marketing, merchandising, and warehousing teams to continued success,” said NHLC Chairman Joseph Mollica. “NHLC is pleased and fortunate to welcome Lorrie into this position, in which she will play a critical role in shaping and burnishing our brand as the premier destination for high-quality wines and spirits, while supporting our ongoing efforts to maximize revenue for the Granite State.”

In her new role, Piper is responsible for business and market development, market research and planning, providing strategic direction for promotion and advertising, coordination with the sales team, and directing day-to-day marketing, merchandising, and warehousing operations.

“Over the course of my career, I have effectively led and supervised high-performing teams, developed and deployed a host of marketing plans and strategies, and taken an innovative approach to tough problems,” Piper said. “NHLC works tirelessly to constantly improve the overall experience for our 12 million annual customers, and I am excited to continue this work, and to inspire my team to provide the very best customer service to the people of New Hampshire and beyond.”

After completing her undergraduate studies at Endicott College with a Bachelor of Science degree in Visual Communication and Advertising, and finishing her graduate studies at Rivier College with a Master of Science degree in Business, Communication and Marketing, Piper joined Southern New Hampshire University's Office of Continuing Education in 1996. As an Adjunct Faculty member, Piper taught both marketing and design for seven years. Piper joined Velcro Companies in 1998 and served as a Marketing Manager until October of 2006. In late 2006, she began working for Osram Sylvania as a Marketing Communication Manager and served in the position until 2014.



Photo Caption: The New Hampshire Liquor Commission (NHLC) recently named Lorrie Piper the Division Director of Marketing, Merchandising, and Warehousing. In this role, Piper is responsible for conceptualizing and implementing marketing strategy, achieving marketing targets, and providing exceptional leadership, all while supporting the mission, vision, and values upheld by NHLC.

About the New Hampshire Liquor Commission

The New Hampshire Liquor Commission (NHLC) operates 77 NH Liquor & Wine Outlets throughout the Granite State, providing more than 12 million annual customers with the widest selection of name brand wines and spirits at great prices and no taxes. NHLC has received numerous accolades, including being named the "Best state in the country for wine drinkers" by *The Washington Post* and "One of the best places in the country to find rare spirits" by *Serious*

Eats. New Hampshire is one of 17 states where the government controls the sale of alcohol. NHLC has been named the “Nation’s top control state” by *StateWays Magazine* and its leadership has been recognized for “Transforming the control state model” by *Market Watch Magazine*. Since the first NH Liquor & Wine Outlet opened in 1934, more than \$3.6 billion in net profits has been raised to fund programs including education, health and social services, transportation, natural resource protection, addiction treatment and prevention programs. NHLC contributed nearly \$140 million in support of these programs in 2019.

Visit www.LiquorandWineOutlets.com to locate an Outlet, search for product availability, learn about monthly sales, review wine tasting schedules, and sign up to receive significant savings with monthly Email Extras.

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