











CELLARS



he wine industry has advanced significantly with the use of technology such as drones and predictive farming, elevating women in leadership roles, and cross-industry collaboration. SAP has been a leading supporter of small, female-owned businesses, including serving as a solution provider and charitable partner for Kerr Cellars and Constellation Brands. This partnership is a perfect example of women supporting women across these industries, with Cristie Kerr at the helm of Kerr Cellars and Stephanie Nashawaty as the Chief Customer Innovation Officer of SAP North America.

Cristie Kerr began playing golf at the age of 9 and has since become one of the top players in the game. She's accumulated 20 victories, including winning the 2007 U.S. Women's Open, 2010 LPGA Championship and nine Solheim Cup selections. With over 170 top-10 finishes and career earnings over \$20 million, Cristie is third in LPGA history and the top-earning American of all time. She is a role model for young women in golf, encouraging them to believe in themselves, practice relentlessly and never give up.

Cristie is also a passionate spokesperson for breast cancer research. She partnered with Pride Mountain Vineyards in Napa Valley to create Curvature Wines and to raise money for the cause. Curvature Wines' 2007 Cabernet was served at the White House in 2012, and the wines are featured in some of America's top golf clubhouses and restaurants. In 2012, Cristie launched Kerr Cellars, a limited-production fine wine collection, with award-winning winemaker Helen Keplinger. Kerr Cellars wines earn critical acclaim and are often rated over 90 points. *Wine Spectator* named Kerr Cellars as a "Winery to Watch" in 2016.

Cristie's global recognition in the sports industry attracts new consumers into the world of wine. She leverages her strong intuition from golf and brings a unique perspective to wine. She zeroes in on what's working and what feels right to create the best representation of a variety, vineyard or blend. She is a Level One Sommelier and loves to share her passion and knowledge with others. Cristie is an industry leader, guiding her Kerr Cellars team to become one of the fastest growing boutique wineries in California.

Similarly, Stephanie Nashawaty is an innovative thought leader with a breadth of experience across a multitude of industries and expertise in both back and front office solutions. As the SAP North America Chief Customer Innovation Officer, Stephanie's team is responsible for delivering a seamless, integrated and unforgettable experience centered on solution, value, industry, and executive and architecture advisory services, with the customer at the heart of everything they do.

Stephanie's father was an English teacher, but later in life, he made a transition and joined United Liquors. Because of his job and his territory, Stephanie spent summers with him in the lower Cape. During those years, she was exposed to many, many wines. "We had long family dinners, as my step-mother was an excellent cook, and we were always debating the best wine to accompany veal parmesan or a curried shrimp scampi." Those early experiences with family sparked her lifelong passion for the wine industry.

Stephanie and Cristie are both solution-oriented women making major strides in their respective industries. It's exciting to see two powerhouse women come together to support each other. SAP and Kerr Cellars joined forces to support another pro golfer's charity event, "Els for Autism." Uniting efforts to support philanthropic causes means that everyone wins.









