

Ellis Adams Agency

The Intersection of Luxury and Life

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Ellis Adams Agency brings Industry Titans as Advisory Board Members

Ellis Adams Agency (EAA) is excited to announce a partnership and unique collaboration with two recently retired industry titans, Donna Frederick and Carolyn White. Donna and Carolyn bring not only years of recognized leadership experience in the hospitality industry with a focus on spirits and wine, but also an extensive industry perspective given their previous roles and talents. EAA is certain that the additions of Donna and Carolyn as Advisory Board Members, working with our Executive Leadership Team, will solidify our commitment to building the most creative and executable hotel & restaurant programming in the industry and roll in the absolute best talent and connections to the table for our current and prospective clients.



DONNA FREDERICK

Ellis Adams Agency Advisory Board

Donna's storied career in the hospitality industry began as a bartender at the Helmsley Hotel in the early '70s. Her career path led her to sales as she honed her craft as a representative for a large Connecticut Liquor Distributor. She further developed her specializations at Allied Domecq where she spent over 20 years learning every facet of the industry's supplier side, including casual dining, casinos, concessions/arenas, and hotels. At the same time, her passion for On-Premise blossomed. Her career continued to evolve at Remy Cointreau and, ultimately, she became a star performer for Beam Suntory. Her forty-five plus years working in the liquor industry saw her promoted to many positions, including training and education, sales, marketing, distributor management, brand building, strategic development, and consumer experiences, all of which resulted in significant profits. Donna's focus for over twenty-five years led her to a specialty in the hotel channel, where she has developed a passion for Events, Catering and Banquets, and where she consistently lead with a consumer centric attitude.



CAROLYN WHITE

Ellis Adams Agency Advisory Board

From dishwasher to Chef and Sommelier, Carolyn White's 40+ years in the industry includes distributor sales experience, national account team management, and teaching cooking & wine classes. Comfortable working the line as Chef or training chefs, servers, and bartenders in the front of the house, Carolyn's knowledge of restaurants, hotels, food, and wine is extensive and multi-faceted. Carolyn's passion lies in identifying and targeting each client's uniqueness and targeting opportunities to craft training programs to increase revenue and beverage knowledge comfort levels. Creative, unique, common sense, and desnootified training methods have been successful through her many years of teaching about food and wine and are remembered by servers across the U.S.; Carolyn has also created and conducted wine training, events, and trips for the National Restaurant Association Education Foundation & the Military FoodService team at the White House through the years. Carolyn uses humor, real life experiences, and her extensive global travels as story illustrations.