

## Contact

[www.linkedin.com/in/bill-moses](http://www.linkedin.com/in/bill-moses)

(LinkedIn)

[en.wikipedia.org/wiki/](http://en.wikipedia.org/wiki/William_Moses_(businessman))

[William\\_Moses\\_\(businessman\)](#)

(Other)

[flyingembers.com/](http://flyingembers.com/) (Company)

[twitter.com/BillMosesOjai](https://twitter.com/BillMosesOjai) (Other)

## Top Skills

Public Speaking

Leadership

Mergers & Acquisitions

## Honors-Awards

Ellis Island Medal of Honor

Honorary Chair, Cable Positive

# Bill Moses

Bill Moses. Founder & CEO, Fermented Sciences, (Flying Embers) - CoFounder, Former CEO KeVita (acquired by PepsiCo)

Ojai

## Summary

Bill Moses is an influential leader, proven innovator, and inspiring mentor in the beverage industry.. He is the Founder & CEO of Fermented Sciences Inc.(FSI), steering the helm of a cutting-edge, innovation lab that's transforming the alcohol industry with “better-for-you” products. Flying Embers, a hand-crafted, hard beverage brand platform, sprung from Bill's cutting edge work at Fermented Sciences Inc. He is currently the Founder and CEO of Flying Embers Alcohol Beverages, as well.

Launched in 2018, Flying Embers has developed a leading portfolio of great-tasting fermented botanical brews with certified organic ingredients and functional benefits. Under Bill's leadership, the company set out to create both a conscious movement and platform that gives consumers better wellness choices, even when it comes to alcohol. Since its inception, Flying Embers has expanded its product selection, scaled to over 120 distributors across the United States, and positioned the brand to successfully disrupt the \$600+ billion global beer market.

Prior to Fermented Sciences Inc. and Flying Embers, Bill was the Co-Founder, former Chairman, and CEO of KeVita Probiotic Drinks, a high-growth beverage brand acquired by PepsiCo Inc. in Dec. 2016. Launched in 2010, Bill helped the brand achieve epic results, growing KeVita from a small California brand to an international leader sold in 20,000+ retail locations across North America. Prior, he established CASA BARRANCA Organic Winery, California's Central Coast first USDA certified organic winery and vineyard in 2001

Bill's financial acumen and decisive judgment in an ever-changing consumer product goods landscape, has his leadership sought out by the leading competitive players and brand disruptors.

An established brand-builder, Bill serves as a strategic advisor, principal shareholder, and board member of Wilde Brands, paleo protein chip snack, Koia Plant-Based Protein Drink, and Executive Chairman of Iconic Protein Beverage.

Bill's innate competitive spirit, drive, and focus can be accredited to the roles that afforded him opportunities to excel early in his career. Having accrued over 25 years of business and finance experience, Moses' career began at Bear Stearns, Inc. He served as a Partner of Axiom Partners, LTD. a New York investment banking & brokerage firm. He was co-founder and CEO of Recovery Television Network & RNetHealth.com, which sold to Liberty Media. He is an Ellis Island Congressional Medal of Honor recipient and served as Honorary Chair of Cable Positive, the telecom's industry's AIDS-action NGO.

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## Experience

### Flying Embers

Founder & CEO

February 2018 - Present (4 years 3 months)

Ventura, California, United States

Flying Embers Better-For-You Alcohol Beverages is a hand-crafted, hard beverage brand based in Ventura, California that develops great-tasting botanical brews with functional benefits.

### FERMENTED SCIENCES, INC.(FSI)

Founder & Principal

September 2016 - Present (5 years 8 months)

Ventura, California, United States

Fermented Sciences Inc. (FSI), is a cutting-edge, specialized R+D innovation lab that develops and launches innovative fermented beverage brands to transform the alcohol industry with "better-for-you" products.

### ICONIC Protein

Director, Principal Shareholder & Strategic Advisor

September 2017 - Present (4 years 8 months)

### Koia

Board Member & Strategic Advisor

July 2017 - Present (4 years 10 months)

## Wilde Brands

Member Board of Directors & Strategic Advisor

November 2017 - Present (4 years 6 months)

## Whipstitch Capital

Senior Operating and Strategic Advisor.

March 2017 - Present (5 years 2 months)

## CASA BARRANCA Organic Winery

Founder

July 2001 - Present (20 years 10 months)

Ojai, CA

## World Business Academy

Member Board Of Directors

March 2017 - Present (5 years 2 months)

The World Business Academy is a nonprofit think tank and action incubator that explores the role of business in relation to critical moral, environmental, and social issues of our time

## Vive Organic

Board Observer & Strategic Advisor

October 2018 - July 2021 (2 years 10 months)

## Disruptive Brands, LLC

Founder

January 2018 - December 2018 (1 year)

Disruptive Brands is an independent, boutique consultancy, aim at investing in and advising innovative emerging brands across the (CPG) consumer packaged goods spectrum.

## KeVita

Co-Founder, Chairman & CEO

August 2009 - December 2016 (7 years 5 months)

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## Education

University of Virginia

Bachelor of Arts - BA, Double Major, Psychology & Biology · (1985)

Institut Américain Universitaire (IAU), Aix-en-Provence, France  
Viticulture, Enology and Winery Technology · (1985)