

## Contact

[www.linkedin.com/in/jeff-mendel-055a1975](https://www.linkedin.com/in/jeff-mendel-055a1975) (LinkedIn)

## Top Skills

Leadership

Strategic Planning

Team Building

# Jeff Mendel

Retired

Boulder, Colorado, United States

## Experience

### Left Hand Brewing Company

Partner, Director & Ambassador

1998 - Present (26 years)

Longmont, CO

Part owner, ambassador and member of company's Board of Directors.

### Forward Steps Foundation

Member Board of Directors

2007 - Present (17 years)

Broomfield, CO

Forward Steps provides Guardian Scholarships to former foster children seeking their college degree, independence and self-sufficiency.

### Brewers Association

Events Committee Member

2004 - Present (20 years)

Boulder, CO

Assists Brewers Association Events Director with strategic direction/oversight of key BA events such as The Great American Beer Festival, SAVOR, and the Craft Brewers Conference/BrewExpo America.

### Tabernash Brewing Company

Co-Founder/VP Marketing

1993 - 1998 (5 years)

Denver, CO

One of four founding partners of Denver craft brewery. Enagaged in all aspects of sales, marketing, distribution of Tabernash's award-winning beers. One of two partners to negotiate merger with Left Hand Brewing Co. in 1998.

### Colorado Brewers Guild

Co-Founder/Director

1994 - 1996 (2 years)

Denver, CO

Co-Founder and Director of the Colorado Brewers Guild, statewide advocacy group for Colorado's craft brewing industry.

### Association of Brewers

Director, Institute for Brewing Studies

1987 - 1993 (6 years)

Boulder, CO

Director of 1000+ member non-profit association promoting the fledgling microbrewing and pub-brewing industry. Director of National Microbrewers Conference and Trade Show 1990-1993. Contributor to The New Brewer Magazine and several other publications. Interviewed as authority on industry in wide variety of publications and media outlets. Awarded the Institute for Brewing Studies Recognition Award in 1993.

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## Education

University of Arkansas Fayetteville

Master of Business Administration (M.B.A.), Marketing/Marketing Management, General · (1983 - 1985)

University of Colorado Boulder

Bachelor's Degree, Economics · (1979 - 1983)