Rawnica Dillingham

Founder & CEO, Fallow Collective

LONG BIO

Rawnica Dillingham has spent more than 25 years across hospitality and beverage alcohol, including over a decade leading sales strategy, distributor partnerships, and brand growth in premium spirits.

She most recently served as Chief Sales Officer at New Riff Distilling, where she oversaw revenue strategy for an approximately $25M premium spirits brand at 80,000 annual case shipments. Under her leadership, New Riff scaled into 27 new U.S. states and 10+ international markets, transitioned national distribution to Republic National Distributing Company across 39 markets, and built a 50-person commercial organization including regional leadership and a 25-person Brand Ambassador field execution team.

Her work has included enterprise retail partnerships with Costco, Kroger, Meijer, Publix, Total Wine, BevMo, Albertsons, Spec's, Raley's, and Smith's; DTC distribution through ReserveBar and Flaviar; and hospitality partnerships with Marriott and Aramark.

She continues to advise New Riff in a fractional capacity through Fallow Collective beginning June 2026.

Through Fallow Collective, Rawnica is building a hospitality and beverage innovation platform supporting emerging brands and fractional commercial leadership engagements. Each entity within the Collective stands on its own and connects to the others through shared values and shared craft.

Her prior leadership roles at Uncle Nearest Premium Whiskey and Southern Glazer's Wine and Spirits, where she worked across major portfolios including Beam Suntory and Campari, built the foundation of her commercial expertise across national accounts, distributor management, and team development.

Bourbon Women has been an important part of her career. She also contributes to organizations including the Distilled Spirits Council of the United States, Women of the Vine and Spirits, the United States Bartenders' Guild, and Children of Restaurant Employees.

She lives and works in Cincinnati with her wife, Shevonne Nelson Dillingham.

SHORT BIO

Rawnica Dillingham is the Founder & CEO of Fallow Collective, a hospitality and beverage innovation platform. She spent more than 25 years across hospitality and spirits, most recently as Chief Sales Officer at New Riff Distilling, where she scaled the brand into 27 new U.S. states and 10+ international markets. She continues to advise New Riff in a fractional capacity through Fallow Collective. She lives and works in Cincinnati.

CONTACT

hello@rawnicadillingham.com

rawnicadillingham.com

LinkedIn: linkedin.com/in/rawnicadillingham513

Instagram: @rawnica.dillingham

PHOTOGRAPHY CREDIT

All headshots by Janel Lee Photography. Please credit accordingly.