



Julia Herz - Biography

As CEO and Founder of HerzMuses Enterprises, LLC, Julia is a strategic consultant, speaker, and educator who supports small business and nonprofit entities.

Before consulting, Herz was the Craft Beer Program Director for the Brewers Association (BA) and Publisher of CraftBeer.com (2007-2020). She specializes in cause-based marketing, including the new Gray For Good – For All Womanhood campaign. She also happens to love beer.

As one of the main advocates behind U.S. craft breweries, she has been a source to thousands of media outlets, including the Food Network, National Public Radio, American Public Media's Splendid Table, Sirius/XM, CNBC Squawk Box and Closing Bell, Fox News and GMA Live.

Herz is a BJCP Certified beer judge, an award-winning homebrewer, Certified Cicerone®, a lead architect of the BA National Beer Holidays, the Independent Craft Brewer Seal, BA diversity and inclusion efforts, and more. Herz is the co-author of *Beer Pairing: The Essential Guide from the Pairing Pros* (Voyageur Press 2015).

A graduate of the University of South Florida with a degree in Broadcast Journalism, she worked at CNN in Washington D.C early in her career. She is married, has 2 children, and lives in Lyons, Colorado.

High-resolution photos can be downloaded [here](#).

FURTHER INFORMATION

- Website - HerzMuses.com
- LinkedIn - [Profile](#)
- Gray For Good - Global grassroots [campaign](#)
- Twitter - [@HerzMuses](#)



Biography



PROFESSIONAL EXPERIENCE

- Cause marketing and creating cultural moments that increase top of mind awareness
- Helped advance beer and disrupt a \$100B+ business category in the U.S.
- Via public speaking, web, and magazine authored articles, and a source for media, her work has been seen by millions of people while increasing awareness of independent craft beer and homebrewing
- Helped an accountant who wrote a book on balancing the U.S. budget to run for president
- Worked on taking big money out of politics on behalf of a Colorado state ballot amendment

For a full overview of professional milestones, visit [here](#)

