



# 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.

Currently, she is Executive Director of the [American Homebrewers Association](#). Prior to that 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](#), Advanced 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](#)



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## 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](#)

