**Barley, Stills, Mash & Tun**

**aka** [**www.thewhiskyband.com**](http://www.thewhiskyband.com)

**Biographies**

**Sam Simmons  
*Head of Whisky,* Atom Brands**Sam Simmons, PhD. is a committed whiskevangelist, a guitarist, a Keeper of the Quaich, a judge in some of the most prestigious spirits competitions in the world, and a Canadian (sorry). Sam moved to Edinburgh in 2002 where first caught the whisky bug and has since has worked with the Scotch Malt Whisky Society, The Whisky Exchange and represented The Balvenie as Global Brand Ambassador until being appointed Head of Whisky at Atom Brands (That Boutique-y Whisky Company, Darkness) in 2018.

**Dr. Nicholas Morgan**

***Head of Global Whisky Outreach*, Diageo**

Nick Morgan has worked with Diageo for over 25 years. His work began with the creation of the Diageo Archive, now the largest, most comprehensive spirits brand archive in the world. Subsequently he played a major role in the development of Diageo’s single malt portfolio where he was responsible in particular for the growth of brands such as Talisker and Lagavulin, the introduction of the Singleton, and the launch of the now annual Special Releases programme. Since 2011, has been Head of Whisky outreach, working on the conversation in all major markets with writers, experts and business commentators.

Nick is a Master of the Quaich and a member of the Keepers of the Quaich Management Committee and it has been recently announced that he will spend the next two years researching and writing a bicentennial history of John Walker & Sons. In 2017, Nick became a trustee of the Royal Warrant Holders Association’s charity the Queen Elizabeth Scholarship Trust (QEST). In 2017 Nick received the Outstanding Achievement Award in Scotch whisky from the IWSC, and in 2018 was inducted into the Whisky Hall of Fame.

**Rob Allanson  
*Editor,* Whisky Magazine**

**Cat Spencer  
*Brand Consultant***

**Simon W Roser  
*Founder,* Simply Whisky**

Simon’s love of whisky began in a basement bar in London over 18 years ago, not long after he co-founded Simply Whisky with Franchi T Ferla, their whisky tasting events and media business. The ensuing years have seen Simply Whisky travel the globe, focusing on the pure enjoyment of whisk(e)y, its history and lore, all the while extolling the virtues to mind, body and soul we know it endows. Hosting tasting events for royalty, politicians, rock stars, movie stars, sport stars and the Basildon Whisky Club to name but a few, their mission remains to convert people to whisky one pair of lips at a time! Simon is also a whisky writer, judge for the World Whiskies Awards and the Independent Bottlers’ Challenge, master of ceremony and a strategist for the whisky industry.