

Full Professional Bio



Ingrid Smith is the Founder and CEO of Nirvana, a premium ready to drink cocktail brand pioneering the new sub category **Functional Indulgence™**, where wellness meets indulgence. A former senior beverage executive, Ingrid brings deep expertise across on premise and off premise strategy, having led national growth initiatives across retail, hospitality, and foodservice channels.

She launched Nirvana as the first to market sparkling coconut water cocktail, creating a differentiated lane within the evolving RTD category.

Ingrid holds a BA in International Business with a minor in Spanish from Florida International University and a dual MBA from Georgia State University and the Sorbonne Graduate School in Paris. Having lived and studied in Paris, Brazil, and China, she brings a global perspective to flavor innovation and consumer behavior.

□ As a female founder and mother, Ingrid is committed to building a brand defined by **commercial discipline, cultural intelligence, and lasting impact.**

Short Bio 60–80 words

Ingrid Smith is the Founder and CEO of Nirvana, a premium ready to drink cocktail brand and the first to market sparkling coconut water cocktail.

A former senior beverage executive with expertise across on premise and off premise strategy, she is pioneering the new RTD sub category **Functional Indulgence™**, where wellness meets indulgence.

Ingrid holds a dual MBA from Georgia State and the Sorbonne in Paris and brings a global perspective shaped by her studies in Europe, Brazil, and China.



Micro Bio 25–30 words

Ingrid Smith is the Founder of Nirvana, the first to market sparkling coconut water cocktail brand, pioneering Functional Indulgence™ in the evolving ready to drink category.

