



FOR IMMEDIATE RELEASE
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Pennsylvania Liquor Control Board Appoints New Executive Director

Charlie Mooney to take new leadership role Nov. 5

Harrisburg – The Pennsylvania Liquor Control Board (PLCB) today announced the appointment of Charlie Mooney, a 37-year agency veteran who has been instrumental in implementing changes to the agency throughout his career, as PLCB Executive Director, effective Nov. 5.

“Charlie’s experience with our business is unparalleled, and he is highly respected among the industry, colleagues and employees across the state for his decisive and practical business sense,” said Chairman of the Board Tim Holden. “Throughout his nearly four decades with the PLCB, he has lead significant changes and improvements to our store operations, including strategically planning our retail network of stores, introducing in-store tastings and retail wine specialists to enhance the customer experience, and rebranding more than 130 stores to make them warm and inviting places to shop. His extensive agency experience and his eagerness to embrace change as opportunity are great assets, particularly now, as we adopt so many new consumer-friendly changes and conveniences.”

In his new role, Mooney will be responsible for directing the administrative and business operations of the agency and managing the executive team. He will provide leadership, strategic planning and recommendations for agency initiatives to the Board.

Mooney currently serves as Chief Operating Officer of the PLCB, overseeing the day-to-day operations of the agency and directing core business functions related to marketing and merchandising, supply chain and retail operations.

While earning a Bachelor of Science degree in accounting from The University of Scranton, Mooney worked as a part-time liquor store clerk from 1979 to 1984. Upon graduation, he became manager of a PLCB store in Susquehanna County, then grew through store operations positions of increasing responsibility and breadth until joining the PLCB Executive Team as Director of Retail Operations in 2014.

A Linglestown resident and native of Pennsylvania, Mooney has coached basketball in the Central Dauphin School District and serves on various volunteer boards associated with youth sports. He and his wife, Mary Ann, have two adult children.

Mooney assumes the role of Executive Director on Nov. 5, following the Nov. 4 retirement of current Executive Director John Metzger. Mooney was selected for the position after a review process that considered current PLCB employees and external candidates.

“We’re grateful to John for extending his PLCB service for an extra month in order to see a few more projects through and to work with Charlie to transition responsibilities,” said Holden. “John has been a tremendous asset to the PLCB, and we thank him for his distinguished service, counsel and friendship.”

The PLCB regulates the distribution of beverage alcohol in Pennsylvania, operates more than 600 wine and spirits stores statewide and licenses more than 20,000 beverage alcohol producers and retailers. The PLCB also works to reduce and prevent dangerous and underage drinking through partnerships with schools, community groups and licensees. Taxes and store profits – totaling \$15.1 billion since the agency’s inception – are returned to Pennsylvania’s General Fund, which finances Pennsylvania’s schools, health and human services programs, law enforcement, and public safety initiatives, among other important public services. The PLCB also provides financial support for the Pennsylvania State Police Bureau of Liquor Control Enforcement, the Department of Drug and Alcohol Programs, other state agencies and local municipalities across the state. For more information about the PLCB, visit www.lcb.state.pa.us.

MEDIA CONTACT: Elizabeth Brassell 717-783-8864

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