GRAYROBINSON



Ronda Merrell*

Beverage Consultant

ronda.merrell@gray-robinson.com
813.273.5281

Focus

- Alcohol Beverage

Veteran alcohol beverage advisor with decades of federal agency insight. Proven exceptional knowledge of industry-wide regulatory landscape and high-stakes compliance solutions.

Ronda Merrell is a seasoned beverage regulatory consultant with experience guiding industry members through federal permitting, taxation, and compliance matters. Drawing on decades of service within the Alcohol and Tobacco Tax and Trade Bureau (TTB) and its predecessor agencies, she advises clients on navigating complex regulatory frameworks governing alcohol production, distribution, and reporting. Her work spans key areas such as beverage alcohol compliance, excise tax strategy, permitting, and regulatory risk management, with a focus on practical, solutions-oriented guidance.

During her tenure with the TTB Office of Permitting and Taxation, Ronda served as a technical advisor within the Tax Services Division, where she led the Voluntary Disclosure Program and collaborated across divisions to bring industry members into compliance with federal laws and regulations. She played a central role in implementing major legislative changes impacting the beverage alcohol industry, including the Craft Beverage Modernization Act and the CARES Act, serving as a subject matter expert and primary point of contact. Her contributions also include advancing tax modernization initiatives, such as developing guidance for new beer excise tax forms and supporting the rollout of the Beer Tax Simplification Pilot.

Ronda's background includes leadership roles overseeing both the Beer Tax and Distilled Spirits Tax Sections, where she managed complex tax administration and compliance functions. Her experience working closely with regulatory and legal teams provides her with a comprehensive understanding of agency expectations and enforcement priorities, enabling her to deliver informed, strategic counsel to clients operating in a highly regulated environment.

** Denotes non-attorney professional*

Credentials

- M.P.A., Walden University, 2010
- B.A., Thomas More University, 2002
- A.S., Thomas More University, 2002