

# Remi Cohen

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## Professional Summary

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Wine industry executive with extensive experience in winegrowing, winemaking, and sales and marketing. Areas of expertise include viticulture, sustainable vineyard management, winemaking, consumer direct sales, public relations, and strategic business development.

## Skills & Qualifications

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- Management experience in the Napa Valley wine industry since 2001.
- Strong knowledge and experience in grapegrowing and winemaking with a focus on top quality wine production and an emphasis on sustainability.
- A trusted industry expert who lectures at many industry forums and writes a column in *Vineyard & Winery Management*.
- Success selling and marketing wine through consumer direct channels, including ecommerce, and the three-tier distribution system.
- Proven track record of career advancement and increasing responsibility within a company.

## Education

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Golden Gate University, 2008,  
MBA in Finance

University of California, Davis, 2001,  
MS in Viticulture

University of California, Berkeley, 1998,  
BS in Molecular and Cellular Biology

## Licensing

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California Pest Control Advisor  
Court of Master Sommelier Certified Sommelier

## Employment History

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11/2012 – Present                      Cliff Lede Vineyards                      Yountville, CA  
**Director of Winemaking & Vineyards**  
Responsible for entire wine production process from vineyard management through winemaking and bottling. Oversee the vineyard management of 55 estate vineyard acres including both valley floor and hillside vineyards in the Stags Leap District. Conduct the grower relations program, including the procurement of grapes from renowned growers including David Abreu and Andy Beckstoffer, managing grower contracts and relationships to produce the best quality grapes. Direct the winemaking team in small lot, meticulous winemaking process. Oversee winery facility operations and management. Develop budgets for vineyard and winery operations.

1/2010 – 11/2012                      Vines to Wine Consulting, LLC                      Napa, CA  
**Owner & Principal Consultant**  
Winemaking and vineyard consulting projects throughout Napa and Sonoma counties ranging from viticultural advising to winemaking. Clients including Cliff Lede Vineyards, Merryvale Vineyards, Saintsbury Winery, Oak Knoll Farming Company, Viets Vineyard, and others.

3/2008 – 1/2010                      Merryvale Vineyards & Starmont Winery                      St. Helena, CA  
**Vice President of Operations**  
Responsible for estate vineyard management, grape purchase contracts, vineyard and grape purchase budgets, viticulture, and grower relations. Participate in blending, winemaking trials, and production related activities. Execute budgets, and forecasting, and engage in brand development and strategic planning. Appear as an industry expert in conferences and panels such as the Green Wine Summit, Society of Wine Educators, and the Commonwealth Club, and in prominent media outlets.

Manage the consumer direct sales channel, P/L responsibility over \$3 million annual revenue in retail tasting room, a 2700 member wine club, and an events department with over 100 annual corporate and private events. Supervise five managers and twenty additional employees. Increased profitability in wine club by 37% in fiscal year ending June 30, 2009.

1/2006 – 3/2008                      Merryvale Vineyards & Starmont Winery                      St. Helena, CA  
**Vineyard Operations Manager**  
Responsible for managing 700 acres of producing and developmental vineyards. Conduct the Grower Relations program for 150,000 case annual wine production with three tiers of wine brands. Liaison between the vineyard and winery and participate in winemaking decisions. Serve on the senior management team directing the success, evolution, and expansion of the brands. Achieved prominent media appearances for Merryvale and Starmont, including the Discovery Channel, Unavision, magazines and newspapers, and in winemaking industry associations. Participate in and organize trade tastings, lectures, winemaker dinners, and sales meetings.

2/2002 – 12/2005                      Bouchaine Vineyards                      Napa, CA

**Vineyard Manager/Winegrower**

Responsible for all aspects of managing 100 acres of producing and developmental vineyards. Conducted the Grower Relations program for 35,000 case annual wine production. Prepared annual vineyard budgets. Sold additional fruit from the estate vineyard holdings. Served as liaison between the vineyard and the winery and participate in managerial winemaking practices and decisions. Conducted the environmental sustainability program.

**Sales, Marketing and Public Relations**

Managed Northern California sales. Presented Bouchaine wines to distributors, restaurants, and retailers in CA, NY, CT, NJ, NV, AZ, IL, and DE. Developed pricing, sales, and marketing strategies in major markets. Built an e-commerce marketing platform including design and copy for a new website. Organized and hosted tours and events for Bouchaine Wine Club members, national distributors, and other organizations. Coordinated and hosted the Napa Sustainable Winegrowing Group annual fundraiser. Appeared on the Discovery Channel, ABC, CBS, NBC, LA Times, and Wines & Vines magazine.

3/2001 – 1/2002                      Saintsbury Winery                      Napa, CA

**Viticulturist**

Developed canopy management, irrigation, and soil amendment strategies based on viticultural research and experimentation with an emphasis on sustainable farming practices. Coordinated and managed vineyard sampling for berry maturation (berry sampling, Brix, pH, TA), vine health, and balance. Winery responsibilities included monitoring fermentations, conducting pump-overs and punch-downs, calculating and performing wine additions, racking, blending, and bottling wine.

8/1999 – 5/2001                      University of California                      Davis, CA

**Viticulture Teaching Assistant and Researcher**

Assisted Dr. Andy Walker in setting up trellis, training and grafting class equipment, conducting review sessions, preparing and grading exams on weeds, cover crops, ampelography, trellis and training systems, and canopy management. Utilized knowledge of pruning, trellising, training, grafting, and other viticultural practices to assist in student education. Maintained viticulture research projects in the laboratory and greenhouse of Dr. Andy Walker.

**Industry Affiliations**

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Napa Valley Grapegrowers – Elected Board Member (2012-Present)

American Vineyard Foundation – Scientific Research Reviewer (2007-Present)

Napa Viticulture Technical Group – Member (2002-Present), Elected President (2003-4)

Napa Valley Vintners Association (2002-Present)

