

Remi Cohen

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Professional Summary

Wine industry professional with extensive experience in grapegrowing, wine production and sales. Areas of expertise include viticulture, sustainable vineyard management, winemaking, consumer direct sales, public relations, and strategic business development. Entrepreneurial and creative spirit who is self-motivated with excellent work ethic.

Skills & Qualifications

- A decade of management experience in the Napa Valley wine industry.
- Strong knowledge and experience in grapegrowing and winemaking; a trusted industry expert who lectures at the Society of Wine Educators, the Commonwealth Club, UC Davis, and many industry forums.
- Success selling and marketing wine through consumer direct channels (wine club, hospitality center, special events, and online) and the three-tier distribution system.
- Prominent appearances in media outlets such as the Discovery Channel, LA Times, CBS News, KRON4, among others.
- Extensive knowledge of e-commerce and Internet marketing strategies.
- Proven track record of career advancement and increasing responsibility within a company.

Education

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

Academia

Adjunct Professor of Viticulture at Napa Valley College (January 2010-present)

Licensing

California Pest Control Advisor
Court of Master Sommelier Certified Sommelier

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

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

Napa Valley Vintners Association (2002-Present)

Carneros Wine Alliance – Elected Board Member (Present), Member (2002-Present)

Napa Sustainable Winegrowers Association (NSWG) – Member (2001-Present)

American Society for Enology and Viticulture (2001-Present)

Napa Valley Grapegrowers Pruning Contest Committee (2004-Present)

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