

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 at Napa Valley College (January 2010-present)

Employment History

1/2010 – Present Vines to Wine Consulting Napa, CA

Principal Consultant

Winemaking and vineyard consulting projects throughout Napa and Sonoma counties ranging from viticultural advising to winemaking.

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

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)