



PAUL LEARY
President

Paul Leary joined Blackbird Vineyards as President in 2006. In the fall of 2008, Mr. Leary was instrumental in the launch of Ma(i)sonry Napa Valley, an art, wine and design collective in Yountville, CA. Leary's continuous charge is to build Blackbird's brand equity and financial returns by ensuring wine quality and spearheading niche marketing strategies that create consumer demand in the direct and wholesale distribution channels.

As a leading Napa Valley entrepreneur and senior executive, Mr. Leary brings more than 10 years of marketing, sales and operating expertise to his position at Blackbird and Ma(i)sonry. During his seven year tenure at St. Helena-based Duckhorn Wine Company, Leary oversaw the marketing and consumer sales for three distinct wine brands including; Duckhorn, Paraduxx and Goldeneye.

"The goal is to differentiate Blackbird, by showcasing the pedigree of the vineyard and the talent of our winemaking team, and build upon the tremendous response from our consumers for the first five vintages of wines." The wine industry, Leary notes, has become increasingly fragmented and competitive in a way that he believes renders mass advertising obsolete. The focus therefore is on niche marketing, establishing direct relationships with clients, and maximizing the chain of peer-to-peer referrals. *"It's up to us to create the entity and then to let our consumers tell the story,"* Leary says.

Leary earned a Bachelor of Arts in Philosophy and Government from St. Mary's College in Moraga, California. He began his career in the food and beverage industry as general manager for Napa Valley's noted restaurant, Tra Vigne before segueing into the wine industry. Paul and his wife live in the Napa Valley with their son.