



**BLACKBIRD
VINEYARDS**

PAUL LEARY

Chief Operating Officer/Chief Marketing Officer

Paul Leary joins Blackbird Vineyards as both Chief Marketing Officer and Chief Operating Officer after a six-year tenure as vice president of marketing for the St. Helena based Duckhorn Wine Company. Leary's mission is to build Blackbird's brand equity by working with the vineyard and winemaking teams to ensure wine quality, establishing niche marketing strategies and tactics that will create consumer demand in the direct and wholesale distribution channels.

This is a task for which Leary is well-suited. At Duckhorn, Leary oversaw three distinct wineries, proving his ability to manage mature brands as well as to help young ones, such as Paraduxx and Goldeneye. Leary will no doubt do the same with Blackbird Vineyards. "I have a lot of tools to work with at Blackbird," says Leary. "The goal is to differentiate Blackbird, by showcasing the pedigree of the vineyard and the talent of our winemaker, Sarah Gott, and build upon the tremendous response from our consumers for the inaugural 2003 release."

The wine industry, Leary notes, has become increasingly fragmented and competitive in a way that he believes renders mass advertising obsolete. The focus will therefore be on niche marketing, establishing direct relationships with consumers, and maximizing the chain of peer-to-peer referrals. "It's up to us to create the entity and to let consumers tell the story," Leary says.

Leary holds a B.A. 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.

"It's a great time to come aboard at Blackbird," says Leary. "The beauty is we have one vintage that has been released, one about to be bottled, and one in barrel, so things are happening quickly. What I share with everyone on the team is a passion for wine and a commitment to excellence."

BLACKBIRD VINEYARDS
1330 Oak Knoll Avenue, CA 94558
707.252.4444 tel • 707.252.9999 fax
www.blackbirdvineyards.com