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Paul Mabray Chief Strategy

Paul Mabray Chief Strategy Officer (<http://www.vintank.com/about-vintank/the-team/paul-mabray/>)

James Jory Chief Technology Officer (<http://www.vintank.com/about-vintank/the-team/james-jory/>)

Advisors (<http://www.vintank.com/about-vintank/the-team/advisors/>)

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As Chief Strategy Officer, Paul's leadership is the driver for the overall vision, strategic direction and product development for the company but is also the main contributor to clientele projects. Handling all of the business development, allows him to be in a key position to connect emerging technologies for our clients, data partners and the wine industry.

Paul has been in the wine and spirits industry for over twenty years. He has worked for Napa Ale Works, Niebaum-Coppola, WineShopper/Wine.com and also was the North American Beverage Consultant for Sumitomo Corporation of America from 2002 through 2005. He founded Inertia in 2002 as one of the first major companies established to bridge the barrier between wineries and their customers. He was CEO from 2003 until 2008 creating the largest and most powerful e-commerce platform for the wine industry, the Rethink Engine.



Under his leadership, Inertia created incredible new products for the wine industry to help open up the ability to sell and market direct including the innovative Direct to Trade, ReThink Compliance, Brix Open Source CMS, Marketplace Enablement, and many more. For his last six months at Inertia, Paul was Chief Strategy Officer and EVP of Business Development in charge of creating key strategic direction, business development, and mergers and acquisitions. Inertia successfully evolved into Winedirect.com and is the foremost leader for enabling direct to consumer for the wine industry.

VinTank is a continuation of his desire to help revolutionize the wine industry by bridging the gap between wine and digital world.

A four time American Wine Blog Awards finalist, he has also been a guest lecturer at UC Berkeley's Haas School of Business, UC Davis and many other symposiums, seminars, blogs, and periodicals for his leadership in the wine industry.

Paul formerly sat on the Board of Directors for the wine business social network Openwineconsortium.org which was sold to FOHBOH, and the Board of Advisors for Snooth.com, Taste.com, and Cruvee.com (which was purchased by VinTank). He now is on the Board of Directors for the theappreciationengine.com.

He lives in Napa with his wife Angelica and their four children, Finn, Brooklyn, Dryden and India.

Google+ (<http://plus.google.com/112629964507512231444/about?hl=en>)

LinkedIn (<http://www.linkedin.com/in/pmabray>)

Twitter (<http://twitter.com/#!/pmabray>)

The Team (<http://www.vintank.com/about-vintank/the-team/>)

Advisors (<http://www.vintank.com/about-vintank/the-team/advisors/>)

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