



PAUL MABRAY

WINE INDUSTRY DIGITAL FUTURIST AND DIRECTOR

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PROFESSIONAL SUMMARY

Paul Mabray has been a powerful change agent in the wine industry for over twenty years. He began his career working in traditional three-tier sales and marketing with Napa Ale Works and later innovating direct-to-consumer sales and marketing models with Niebaum Coppola. Since then, he has been at the forefront of all major digital trends for the wine industry, working with WineShopper.com and Wine.com when they entered the wine-digital space. He founded two companies that have significantly changed the US wine landscape for digital. First by introducing winery e-commerce with Inertia Beverage Group that transformed into WineDirect.com pioneering winery e-commerce and then again introducing social media and social customer relationship management with VinTank.com. He is considered the wine industry's foremost futurist and thought leader, harnessing the power and potential of digital tools and methodologies to move the industry into the future.

A four-time American Wine Blog Awards finalist, he has been a guest lecturer at UC Berkeley's Haas School of Business, UC Davis, Sonoma State as well as keynoting conferences, symposiums, and seminars. He maintains a blog and frequently contributes articles to business 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 currently sits on the Board of Directors for the theappreciationengine.com and emetry.io and on the Board of Advisors for <https://proofanalytics.ai/>.

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