



Silicon Valley Bank

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**Rob McMillan,
EVP & Founder,
Silicon Valley Bank Wine Division**

Rob McMillan is one of the top wine-business analysts in the United States. He has several times been named as one of the Most Influential People in the US Wine Industry. He has been researching the wine business for decades and leverages that experience and perspective to author Silicon Valley Bank's highly regarded State of the Wine Industry Report.

Extensively quoted in national, regional and trade press, Rob is an in-demand speaker both domestically and internationally. His informed opinions are sought after and trusted by winery owners, journalists, entrepreneurs and investors alike.

Rob was first exposed to the wine business in 1981 working as a banker, assigned to the North Coast of California. Eleven years later with the wine industry in a protracted slump and with commercial banks exiting the space, Rob turned conventional wisdom on its head and convinced the executive management of Silicon Valley Bank to create a division dedicated exclusively to the struggling industry. Rob successfully executed on the startup, building the SVB Wine Division to the current staffing today and in the process proving out his belief.

In addition to his public role, Rob is responsible for new business. He continues to offer management and strategic advice to clients across the portfolio, enhancing their chances of success.

Rob McMillan received a bachelor's degree in Finance/economics from Sacramento State University and an MBA from Santa Clara University's Leavey School of Business. He has served on a variety of board capacities throughout his career in diverse industries and continues to serve in an advisory capacity to wineries and industry associations across the wine space.

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