



# RODNEY STRONG

## Justin Seidenfeld

*Senior Vice President of Winemaking and Winegrowing*



Justin Seidenfeld serves as Senior Vice President of Winemaking and Winegrowing for Rodney Strong Vineyards, the iconic Sonoma County Winery that was founded in 1959 by namesake Rod Strong. Justin's winemaking career began in Sebastopol, California, where he was an intern at Iron Horse winery in 2005. He quickly rose from cellar hand to taking on winemaking responsibilities which led to a position in 2006 at the venerable Robert Mondavi Winery in the Napa Valley.

As an enologist at Mondavi, Seidenfeld walked some of California's premiere vineyards including Tokalon, Hyde Vineyards, and Vine Hill Ranch among others gaining a comprehensive understanding of quality land and viticulture, he took that experience into winemaking overseeing small lot Cabernet Sauvignon and Pinot Noir winemaking for Robert Mondavi Winery.

Justin oversees all production for our brands, starting with the vineyards all the way to the finished product in the glass. As the leader of an exceptional team Justin takes pride in pushing the boundaries of what is possible for our wines.

Justin graduated from the University of California, Davis in 2006 with a B.S. in Viticulture & Enology. He lives in Santa Rosa with his wife Dena and daughters Madison, Lila and Reagan. Justin enjoys golfing, playing with his daughters and working on his home. As to his inspiration to a career in winemaking, Justin notes, "people recalling the occasions that wine makes better and memorable is the reason I make wine. Hearing about how and when someone enjoyed a wine I made inspires me."