



# RODNEY STRONG

VINEYARDS

## Carmen Castaldi

*President*



Carmen Castaldi serves as President of Rodney Strong Wine Estates, the iconic, family-owned Sonoma County wine company, which includes Rodney Strong Vineyards, Davis Bynum Winery, and 14 estate vineyards. He is a veteran of over 35 years in the wine business, with a passion for wine, people, and Sonoma County living.

Carmen began his wine career in 1980 working for a wine distributor in Asheville, North Carolina as an On Premise Sales Manager representing over 300 wineries. In 1986, he joined Beringer Blass Wine Estates working as a District Manager in the Chicago area. After being promoted to several sales positions in the Midwest, Carmen relocated to the Napa-based corporate headquarters in 2001 and assumed responsibility for North American Sales & Distributor Relations as Vice President. He was an integral part of the strategic leadership team that facilitated and led to the Fosters buyout of Beringer Blass in the year 2000.

Carmen joined the management team at Rodney Strong Vineyards in June, 2005 as Vice President, overseeing the sales and marketing operations. “I saw the move as an opportunity to join an extremely focused and successful sales and marketing team, and respected family owned winery. Additionally, Rodney Strong owner Tom Klein’s desire to position Sonoma County as a world-class wine region appealed to both my professional and personal aspirations,” Carmen states.

Over the past thirteen years Carmen has built and expanded a world class sales and marketing team to grow the successful Rodney Strong Estate, Reserve, and Symmetry programs. In addition to overseeing the acquisition of the Davis Bynum brand in 2007, Carmen has successfully launched over a dozen new wines, including the highly acclaimed, single vineyard Alexander’s Crown, Rockaway, and Brothers Cabernets as well as Rowen Wine Co. and Upshot. Carmen was promoted to President of Rodney Strong Wine Estates in March, 2016; adding Winemaking and Vineyards to his scope of responsibilities.

Carmen graduated from Warren Wilson College in Asheville, North Carolina in 1980 with a B.A. in Behavioral Sciences. Committed to community involvement, Carmen serves on the boards of the Sonoma County Vintners, Luther Burbank Center for the Arts, and at his college alma mater. He and his wife Perri live in Sonoma County on their small pinot noir vineyard in the heart of the Russian River Valley.