

Chad Butler
National Sales Manager
Lede Family Wines

Chad Butler is a national sales manager for Lede Family Wines; he helps oversee Cliff Lede Vineyards in the Stags Leap District and FEL Wines from Anderson Valley.

Raised in North Texas, Butler got his start with wine when he worked in a fine wine distributor's warehouse as a teenager, pulling and delivering wine to local accounts. Butler joined the military shortly after High School and served in the Army as an Infantryman for a few years at Fort Ord, California, before being transferred back to Texas where he would finish his service at Fort Hood.

In 1997, Butler joined Prestige Wine Cellars as a fine wine salesperson in Austin, Texas. Over the course of his career with Prestige, Butler held positions of salesperson, director of chains, director of sales, director of operations and finally general manager. In 2012 he helped transition Prestige to Glazers after Prestige was acquired, and, in 2014, was named director of sales for Glazers fine wine division in Texas. Shortly after, Butler was promoted to vice president at Glazers and after a merger with Southern Wine & Spirits, maintained his role overseeing all sales execution as the vice president for SGWS Texas fine wine until April 2019.

Butler resides in Dallas and has two teenage children. He enjoys cooking, golfing, fishing, reading, and being with his family. He loves to travel and is always on a quest to find his next location.