

Jason Lede
Director of Communications, Lede Family Wines

As Director of Communications, Jason Lede publicly represents Lede Family Wines and focuses on deepening the company's relationships with trade, media, consumers, employees, and the community. He works closely with his father, Cliff Lede, to build upon the family's 20-year foundation and helps chart the future of the organization by enhancing existing sustainability efforts and developing new company-wide goals and programs.

Jason was drawn to the wine business shortly after his father founded Cliff Lede Vineyards in 2002. As a teenager, he traded summers at his home in Edmonton, Canada, for work at the winery. Jason's decision to pursue a career in wine came after completing his first harvest internship at Cliff Lede Vineyards in 2007. Aspiring to join the family winery, he developed a ten-year plan with his father that included earning a BS in Business Administration from the University of San Francisco, an MBA from the University of Alberta, and an Advanced Wine Certificate from the International Sommelier Guild. To supplement his studies, he worked the 2010 harvest at MollyDooker Wines in Australia, followed by three years in sales at The Wine Cellar, Canada's first independent wine retailer, importer, and distributor. Jason officially joined Lede Family Wines in 2015 and spent four years overseeing wholesale sales across several states before managing hospitality operations for two years. He became Director of Communications in 2021.

Jason serves on the board of the Stags Leap District Winegrowers Association and is actively involved with various Napa Valley Vintners Committees. Like his father Cliff, he's an avid music lover and can be found giving back to the community through charitable DJing at Napa Valley's best parties. Jason lives with his wife and son in the town of Yountville.