

**Jason Lede**  
Sales Manager  
Lede Family Wines

Jason Lede is sales manager for Cliff Lede Vineyards in the Stags Leap District of Napa Valley, and FEL Wines in the Anderson Valley and Sonoma Coast. In his role, Jason oversees wholesale sales in several domestic markets and represents Lede Family Wines at various trade and consumer events throughout the US and Canada.

The son of vintner Cliff Lede, Jason knows the Lede Family Wines portfolio intimately. Born and raised in Alberta, Canada, his interest in wine was sparked at a young age by his father's enthusiasm for the wines of Bordeaux. As soon as wine became the family business, Jason started spending his summers working in the vineyard. His passion for wine deepened in 2007, when he took advantage of the opportunity to work harvest at Cliff Lede Vineyards during one of the greatest vintages on record.

Upon receiving his Bachelor's Degree in Business Administration from the University of San Francisco in 2009, Jason sought out other positions within the wine industry to broaden his knowledge. He traveled to Australia to work in production at Mollydooker Wines where he was exposed to their innovative approach to winemaking and vineyard management. Jason then headed back to Alberta and spent the next three years as the wholesale sales representative for The Wine Cellar, Canada's first independent wine retailer, importer and distributor. During this period, he gained experience in the three-tier system and direct to consumer sales, and expanded his understanding of Old World wines.

Before bidding farewell to his hometown in 2015, Jason earned a level 2 certification from the International Sommelier Guild and completed his M.B.A at the University of Alberta. He now lives close to the family estate in the town of Yountville. When Jason is not on the road, he enjoys barbecuing with his family, and turning it up to 11 as the Lede Family Wines resident DJ.