

Tony Baldini
President & COO

Tony Baldini is the President and Chief Operating Officer of Lede Family Wines, encompassing Cliff Lede Vineyards and FEL Wines. Tony joined Lede Family Wines in 2020 after nearly a decade at Hahn Family Wines, where he served as the company's Chief Executive Officer. He began his career at Hahn as General Manager in 2011. In time, Tony rose to President, and ultimately President and CEO where he oversaw sales, marketing, finance, winegrowing and operations for the company. During his tenure at Hahn, Tony drove the repositioning of the company into one of the Central Coast's top estate producers with sourcing stretching from the cool Santa Lucia Highlands to Paso Robles.

Prior to Hahn, Tony served as a brand manager for luxury wine brands in the Constellation Wines portfolio, such as the Napa Valley's Franciscan Estate and Mount Veeder Winery. Before Constellation, Tony held marketing roles at Don Sebastiani & Sons and Jackson Family Wines.

Tony grew up in the Napa Valley. His father was a longtime vineyard manager who planted some of Trefethen's original vineyards. Tony holds a BA in economics from the University of California at Davis and an MBA from the University of California at Berkeley, Haas School of Business. He lives in Napa with his wife, Caroline, and their two children.