WINE BUSINESS

The Homepage for the Wine Industry

2024 WINE INDUSTRY LEADERS

Ask 10 winemakers what makes a great wine, and you'll hear 10 different answers. Ask 10 people what makes a great leader and you'll find that they have 10 different answers as well. The simple dictionary definition of "leadership" is quite nebulous—it's much easier to know it when we see it.

This is proven year after year, and more so in 2024 than ever before. We've been opening our annual Wine Industry Leaders List to nominations from the industry at large for four years now and each time we are astounded at the variety of leadership we see. From those who are quietly working behind the scenes in traditional "support" roles to others who are front and center of the movement to make wine more accessible, these individuals each showcase the many ways in which one can influence the people within and the wine industry at large.

In no way is this an exhaustive list of the men and women who are shaping, or have shaped, the industry—and the list would never be complete. Instead, we're hoping to showcase new names and faces and bring to light all the important work they have completed and continue to do. This year, it's no surprise that we've honored a great number of individuals working to make the wine industry more sustainable. While there is still more work to be done, they are each making an outsized impact with their organizations, one step at a time.

Likewise, it's no surprise that innovative winemakers and consumer-facing advocates are plentiful on this list. In an era of rough sales and discussions about the future of the wine business, these people are pushing the boundaries and proving to an ever-changing wine drinking population that wine is fun, better for you, and not just some dull beverage their parents drank.

Once again, we've decided to sort the leaders by industry facet, rather than simply alphabetically. One of the coolest things about wine is that it touches so many categories—everything from agriculture to sales, culture to business, technology to tradition—and we wanted to honor that. Many of these leaders work in many areas of the business, but for this list we tried to place them in the category they had the most impact.

We want to thank the more than 200 people who took time to nominate their peers and mentors. This was an incredible opportunity for us to learn more about the industry and the wonderful people behind it. We hope even more of you submit for next year's list.

Cheers to leadership, the wine industry, and making a difference!

Randy Caparoso

Journalist, author, "Lodi! The Definitive Guide and History of America's Largest Winegrowing Region"

If you ever have a question about Lodi or old vines, just ask Randy Caparoso-he (literally) wrote the book on it. Between his work as an editor-at-large for *The SOMM Journal*, a columnist and writer for the Lodi Winegrape Commission's blog, photographer and, now, author, he has been waving the Lodi flag, showcasing the history, beauty, quality of wines and, yes, old vines, from the area. This year, his work was celebrated by the UK-based Old Vine Conference with the award of Old Vine Hero for Communications.