



ALY WENTE

SR VICE PRESIDENT OF MARKETING AND CUSTOMER EXPERIENCE



As one of the key drivers of the senior leadership team, contributing towards the vision, values, and strategic direction for Wente Family Estates (WFE), Aly Wente is a pivotal player in shaping the future of her family's 140-year-old company.

Aly manages growth for the entire WFE brand portfolio, overseeing the organization's marketing and direct-to-consumer businesses. In this role, Aly and her team are responsible for all brand programs and strategies for wholesale distribution and the customer experience online and on property, including e-commerce, tasting rooms, wine clubs, and sales channels.

Aly joined WFE in July 2019 and quickly became the company's most definitive ambassador. Her fresh voice has helped Wente Vineyards resonate with the next generation of wine drinkers while ensuring its consistency for loyal, long-term customers. She

leads portfolio strategy, including acquisitions and innovation. She has transformed the organizational structure by redefining roles and hiring talented leaders from unconventional industries to provide fresh approaches to marketing and hospitality.

With an eye on the future, Aly has implemented some of WFE's most significant recent initiatives. She expanded in-house culinary programming by partnering with Levy, the industry leader in hospitality experiences at world-class entertainment and cultural institutions. Aly represents WFE's Sustainable Action Committee on the senior leadership team, ensuring its goals are elevated and executed. An advocate for employee welfare and social sustainability, Aly is a strong partner to HR, spearheading initiatives like paid parental leave across the entire organization.

Aly has been profiled on Wine Enthusiast Magazine's "40 Under 40" and Innovation Tri-Valley's "20 Under 40" lists and is a highly sought public speaker, sharing insights on sustainability panels as well as at The Wine Institute, Unified, and the Les Dames d'Escoffier national conference.

Mentorship is important to Aly – especially as a resource to young professional women – and she has acted as an official mentor in partnership with the Veraison Project, sharing its emphasis on creating a more diverse, equitable, and inclusive wine industry. She is active in Dress for Success and has hosted seminars on topics like imposter syndrome at the nonprofit's San Francisco chapter.

Aly grew up exploring all sides of the family business and credits her father, Phil Wente, for fostering her love of wine. Before joining the family business, Aly studied Broadcast Journalism at Cal Poly San Luis Obispo. She held brand marketing roles at Constellation Brands, where she

led strategy and development for a portfolio of luxury brands, including Napa Valley's Robert Mondavi and Mount Veeder Wineries, Sonoma's Simi Winery, and Champagne Palmer & Co.

Aly holds a Level 3 Advanced Certification from the Wine & Spirits Education Trust (WSET), serves on the Wente Foundation for Arts Education Board, and is the Secretary of the Livermore Valley Winegrowers Foundation Board. In her free time, she enjoys skiing, wakeboarding, and hiking in Tahoe with her husband and their son, Jones and daughter, Remi.