



AARON J. FEIN

Wine & Beverage Sales Executive

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Executive Biography

Aaron Fein is a wine and beverage sales executive with more than two decades spent building brands, opening markets, and turning portfolios into national businesses. As Executive Vice President of Sales & Marketing and a partner at Plata Wine Partners, he carries full P&L responsibility for a multi-brand portfolio, which he has grown by 110% in case volume and \$29 million in revenue over five years expansion built on new exclusive-label and branded programs with many of the largest retailers in the United States, a 28-state national distribution agreement, and the acquisition of fourteen brands.

That trajectory reflects the pattern of his career: taking on portfolios at an early or underperforming stage and scaling them into recognized, high-velocity national programs. Earlier in his tenure he tripled the Barefoot Wine business from 175,000 to 600,000 cases, rebuilt its distributor network across thirty states, and helped earn the brand back-to-back Hot Brand of the Year honors. In the years between, he led sales organizations for Jackson Family Enterprises, Constellation Wines, Banfi Vintners, and Vinventions, consistently delivering revenue growth, brand launches, and the kind of national-account authorizations that move volume.

His expertise runs the full length of the three-tier system. He is equally at home negotiating distribution agreements and trade investment, developing exclusive and private-label programs from concept through shelf, constructing the pricing and forecasting models that protect margin, and directing the brand design, packaging, and compliance work that gives a portfolio its identity. He has opened international markets across Asia, the Pacific, and North America, and has built the marketing infrastructure from digital platforms to trade media, that supports sustained growth.

Colleagues know him as a hands-on, collaborative leader who builds teams as deliberately as he builds brands. Across his career he has hired, trained, and mentored regional and national sales organizations, establishing the processes, reporting, and culture of accountability that let those teams perform. He leads through fact-based strategy and direct relationships, and he brings an analytical, problem-solving temperament to a business that rewards both discipline and instinct.

Aaron holds a Bachelor of Science in Hotel Administration from the University of Nevada, Las Vegas. He is based in Northern California's wine country, at the center of the industry he has helped shape for more than twenty years.