

# CLIFF LEDE

## VINEYARDS

**Jason Lede**  
**General Manager & COO**

As General Manager & COO, Jason Lede oversees all daily operations of the winery. He works closely with his father, founder and visionary Cliff Lede, and the executive team to guide the winery's long-term vision.

Drawn to the wine business as a teenager, Jason spent summers away from his home in Canada to work at the family winery in Napa Valley. Aspiring to pursue a career in wine, he developed a ten-year plan with his father that resulted in a business degree from the University of San Francisco, an MBA from the University of Alberta, and an Advanced Wine Certificate from the International Sommelier Guild. To complement his studies and develop his wine business knowledge, Jason worked in wholesale and retail sales in Canada and completed harvests in Napa and South Australia.

Officially joining Cliff Lede Vineyards in 2015, Jason spent his first four years overseeing wholesale sales across several states before managing hospitality operations for two years. Then, as Director of Communications for three years, he led branding and sustainability initiatives for the winery while deepening the company's relationships with trade, media, consumers, employees, and the community. Jason took on the role of General Manager & COO in January of 2025.

Jason is a member of the Napa Valley Vintner's Board of Directors, a graduate of the Napa Valley Vintners Leadership Program, and has served as Vice-President of the Stags Leap District Winegrowers Association. He lives on the family's Stags Leap District vineyard estate with his wife and son, enjoys mountain biking and, as DJ Jason Lede, performs at BottleRock Napa Valley and other high-profile events.