

CLIFF LEDE

VINEYARDS

Jason Lede
General Manager & COO

As General Manager & COO, Jason Lede oversees all day-to-day 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 working in his family's vineyards in Napa. Aspiring to join the winery, 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, Jason worked harvest in Australia and spent three years at an independent wine retailer, importer, and distributor in Canada. Jason rejoined Cliff Lede Vineyards in 2015 and 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 is actively involved with several Napa Valley Vintners committees, has completed 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 estate with his wife and son, enjoys mountain biking and, as DJ Jason Lede, performs at BottleRock Napa Valley and other high-profile events.