Paul Leary joined Bespoke Collection as President in 2006. In the fall of 2006 Mr. Leary led the national launch of the company’s acclaimed Blackbird Vineyards wine brand. In 2008, he was instrumental in the development of Ma(i)sonry Napa Valley, an innovative art, wine and design collective in Yountville, CA and in 2011, Leary traveled to Mendoza, Argentina and established a partnership with The Vines of Mendoza to launch a new Argentinean brand, Recuerdo Wines, in the United States and throughout the globe. With two of the world’s wine lifestyle companies together, Recuerdo Wines offer wine lovers one-of-a-kind, exclusive wine experiences both north and south of the equator.

Wine, art and design are seamlessly joined together with Leary’s leadership of the ÆRENA Galleries that are located in Saint Helena, Yountville and Healdsburg. The galleries showcase the work of emerging, mid-career and established artists, offering a great range and selection of styles and media. The foundation of ÆRENA is the artisans that refine their craft tirelessly with humble devotion.

As a leading Napa Valley entrepreneur and senior executive, Mr. Leary brings more than 14 years of marketing, sales and operations expertise to his position at Bespoke Collection. During his seven-year tenure at St. Helena-based Duckhorn Wine Company, Leary oversaw the marketing and consumer sales for three distinct wine brands including Duckhorn, Paraduxx and Goldeneye.

“The goal with Bespoke Collection is to clearly differentiate our brand offerings, by showcasing the quality of our products and the service of our dedicated team.” The focus is on establishing direct relationships with clients, and maximizing the chain of peer-to-peer referrals. “It’s up to us to create the story and then to let our clients tell the story,” Leary says.

Leary is a current board director of the Napa Valley Vintners and an active member of the San Francisco Bay YPO Chapter. He earned a Bachelor of Arts in Philosophy from St. Mary’s College in Moraga, California. Additionally, he received a Certificate in eBusiness Strategy and Management from U.C. Davis Extension and a Certificate in Business Administration from U.C. Berkeley Extension. He began his career in the food and beverage industry as general manager for Napa Valley’s noted restaurant, Tra Vigne before segueing into the wine industry. Paul and his wife live in the Napa Valley with their son and daughter.