

RED • CAR

WEST SONOMA COAST

► GENERAL MANAGER, JESSE MACKEY BIO

Born in San Francisco and raised in Santa Rosa, California, Jesse Mackey grew up surrounded by Northern California's vineyards and has always enjoyed the region's beauty and culture. "I've always had an interest in living in wine country," he says, noting that he would often taste with friends and family.

Jesse graduated from Sonoma State University in 2006 with a B.S. in Business Administration and a concentration in accounting. After college, he moved to San Francisco to work in the Financial Services division of Price Waterhouse Coopers. But after a few years of financial services and fog, Jesse was ready to get out of the city and into something more interesting to him.

Moving back to Santa Rosa in 2010, Jesse took a job in St. Helena w CPA firm Brotemarkle, Davis and Co., which worked exclusively with wineries. There, his connection with wine deepened. "It was a pretty unique situation working for this firm, we did a lot of things outside the usual accounting," he says. "I fell in love with the agriculture component." Certified in strategic performance management, Jesse worked closely with the firm's winery clients. "It allowed for a greater appreciation of the wine industry," he explains. "A lot of them were multi-generational family businesses. I saw an opportunity to help out with long-term strategy, which was very rewarding."

Eventually, Jesse decided he wanted to get back to Sonoma County and work for a single winery rather than consult to several. In December 2015 he joined the team at Red Car, where he has found a true philosophical alignment between his personal and professional life. "I love that we farm organically and sustainability, with minimal intervention in the winemaking process. That we are up to the challenge of running our own farming operation, not hiring that out, but controlling the entire production process from grape to bottle," he explains. "All that we do aligns with my personal approach to what I consume. It makes it very easy for me to stand behind the product itself and believe in it. I need that to be inspired, it doesn't feel like a job."

Jesse also appreciates Red Car's company culture. "We are very cohesive, with great camaraderie," he says. "Everybody's tuned in to not only what they're working on but also to every other department within the organization. There's a deep sense of connectedness and a team-oriented philosophy here."

Jesse Mackey lives in Santa Rosa, CA. When he isn't at the winery, you'll usually find him on two wheels: "I spend most of my time mountain biking, gravel riding or cycling. Mountain biking is a real passion."