



David Beckstoffer
Chief Executive Officer
Beckstoffer Vineyards Farming Services Company

The eldest of five children, David Beckstoffer never planned to join the family business. But after a decade of working in the corporate world, the Napa Valley had changed drastically from a the quiet farming community David grew up in, to a dynamic, world-class wine-growing region with high-growth multi-million dollar wineries and wine companies. David saw an irresistible opportunity to return to his hometown and bring some fresh perspective to the rapidly growing family business. Today, he runs Beckstoffer Vineyards alongside his father, Andy, as the Chief Executive Officer and Board Member of Beckstoffer Vineyards Farming Services Company.

David was just eight years old when his father brought the family to California in 1969 to begin his career in the wine business. After spending his high school years in the Napa Valley, he headed to college in 1979 with no thoughts of returning to the sleepy agricultural valley. He received his BS and MS in Structural Engineering at Stanford and then took a job in San Francisco as a specialist in earthquake-resistant structural design. Two years later, he earned his MBA from the Wharton School in Philadelphia and returned to San Francisco to work for construction giant Bechtel, structuring financing for large infrastructure projects throughout the world.

By the mid-90s, Napa Valley's wine industry and Beckstoffer Vineyards were both flourishing, and David realized that Napa was no longer small, agrarian town he had left behind. In 1997, he officially decided to bring his 10 years of valuable corporate experience home to help his father evolve and further expand the family business. Today, David's day-to-day responsibilities can cover all aspects of the business, from personnel to farming operations to sales and marketing. But his main focus since joining the company has been on modernizing and optimizing both operations and vineyard technologies. Under David's management, the company has adopted new technologies and processes in such areas as remote monitoring, GPS-based mapping, data analysis, and labor optimization which has enabled the company to farm more efficiently and sustainably, without waste and use of toxic chemicals. Moreover, the introduction of computer-based technologies in areas such as budgeting, cost reporting and forecasting have effectively streamlined operations.

Throughout his career, David has been extremely active in industry and community affairs. He has served on the boards of the Napa Valley Grapegrowers, for which he was president from 2010-12, as well as the Farm

Bureau, Blue Oak School and Ole Health. Today, David is actively on the board of the Napa Valley Land Trust and the California Association of Winegrape Growers.