Gabriel Froymovich

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EDUCATION

University of California, Davis, CA

M.B.A. – Concentration in Wine Business 2012

Goucher College, Towson, MD

B.A. in English 2004

Work EXPERIENCE

*Vineyard Financial Associates,* Healdsburg, CA 95448

**2013-Present**

* Provide a wide range of customized business and financial consulting to entities in the wine industry, based on data gathering analysis and quantitative methods.
* Typical clients include accounting firms, investment firms, wineries and vineyards.
* Typical forecasting-focused projects include forecasting of grape prices by region and variety, land prices by region, capital and operating expenses by category and region; Monte Carlo simulations to assess risk and develop asset allocation strategies within the wine industry; and valuations of assets unique to the wine industry that are dependent upon accurate forecasting of input values.

*Oak Hill Vineyards*, Kelseyville, CA

General Manager 2011-2013

* Supervised three-harvest vineyard turnaround to rehabilitate vineyard, repair business operations and raise asset valuation in preparation of sale, while operating on a constrained budget.
* Increased yields from 240 tons in 2011 to 390 tons in 2012 and 560 tons in 2013. Increased prices from well below to better than county average. Increased gross revenue from $180,000 to $825,000.
* Guided project from acquisition to preparation for sale at roughly twice acquired value.

*Hooper 206 Vintners*, Healdsburg, CA

CFO 2007 – 2017

Nanoproduction winery crafting world-class Sangiovese and Pinot Noir from the Russian River Valley.

*Other Experience*

* Opened and managed tasting room for Gustafson Vineyards for a pre-defined six-month period in 2013, to provide relief until full-time staff could return to work.
* Associate winemaker at Stuhlmuller Vineyards (2006) and Gustafson Vineyards (2007-2009).
* Led sales among tasting room staff as Tasting Room Associate at Fritz Winery (2005).
* Wine retail sales at Farmstead Cheeses & Wine (2008).

PUBLICATIONS AND PAPERS (Selected)

“Should Growers Make Bulk Wine?”

Wines & Vines March 2017

“Don’t Put All Your Grapes in One Bin”

Wines & Vines December 2017

“How to Get the Most from an AVA Appraisal”

Wines & Vines May 2015

“2012 Wine Industry CEO Survey: Renewed optimism despite grape/labor shortages”

Practical Winery & Vineyard Journal Winter 2012

LANGUAGES

English – Native Hebrew – Fluent Spanish – Functional Workplace Spanish Hindi – Conversational

Other education

UC Davis – Introduction to Winemaking

Santa Rosa Junior College – Wine Component Analysis; Spring Viticultural Methods; Summer Viticultural Methods; Winter Viticultural Methods

International Court of Master Sommeliers – Certification Level 1