

Tim Perr
Founder, Managing Partner

Tim Perr is the vision, the drive, and the passion behind Pali Wine Co. His infectious love of wine is what turned his friend and business partner Scott Knight on to wine in the late 1990s and it's what sparked the two entrepreneurs to create Pali Wine Co. as a winery focused on small-lot Pinot Noir in 2004. As Founder and Managing Partner, Perr oversees winery operations at the Lompoc facility, and manages grower relationships.

Perr began his professional life as an insurance actuary and in 1994 co-founded Perr&Knight, an actuarial and insurance services firm. Having successfully developed Perr&Knight into a thriving company with over 100 employees, the longing to build another successful business from the ground up drove Perr to seek out other opportunities for investment. Perr, Knight and their spouses often traveled together to the Napa Valley and the Central Coast to keep their fingers on the pulse of hot new wineries, so it seemed natural that their next business venture would be in wine.

Perr&Knight was founded with the goal to provide the absolute best services in the actuary field. With Pali Wine Co., his objective remained just as high: to create a wine brand recognized for excellence at every level of production. They researched owning a winery, and looked into buying vineyards to create their own estate. "We were so excited to get it off the ground so we decided that our best option was to put all of our resources into the winemaking and into purchasing the best grapes possible," he says.

Perr is a discerning businessman but he's also an affable guy, and his love for wine really shows when he starts talking about vineyards. This no doubt helped when he first reached out to growers, though he's far more modest about it: "We've been successful in business by treating our partners well. We have a huge amount of respect for our growers, and we credit them for the quality of our wines," he says. Perr also notes that industry recognition for the grower and the grower's AVA is important when deciding where to source fruit, but the number one factor is his own palate.

While he strongly believes in sparing no expense when it comes to great fruit, winemaking and equipment, Perr is also adamant that Pali Wine Co. will consistently offer consumers a good value. "We believe in pricing our wines as reasonably as we can regardless of critical acclaim or growth. We are casual people. We don't want our wine to gather dust in a cellar. We want it to be drunk with food, with family and with friends," he adds.

Perr graduated from the State University of New York at Stony Brook with a Bachelor of Science in Applied Mathematics and Statistics in 1984. He completed one year of postgraduate work at Columbia University in the area of Probability and Statistics. He worked as an actuary for the National Council on Compensation Insurance (NCCI) in 1985. Since then, his employment has included stints at Tillinghast, Coopers & Lybrand, KPMG Peat Marwick and Transamerica Insurance Group.

Perr lives in the Pacific Palisades with his wife Judy and their two children.