



Gary White
National Sales Director

Gary White joined Pali Wine Co. as National Sales Director in November 2008. He's an experienced salesman, and while this is his first foray into the wine industry, it's one he couldn't be more excited about.

"What excited me the most about this job is having a chance to work with Tim Perr. He's been incredibly successful, and the opportunity to work with him in some shape or form was great. It's exciting and refreshing to know you have an innovative, creative, successful person leading the train. Plus, getting to work on his wine brand, his pride and joy, it's really an honor," he says.

A native Angeleno, White was born in Hollywood and raised in Northridge. He's a former child actor, and has been a card-carrying Screen Actors Guild member from toddlerhood: at the age of four, he lent his voice to the classic Christmas television special, "Santa Claus is Comin' To Town," and he went on to star in over 30 commercials as a child. He left Southern California behind to pursue a career as a pilot at the Embry Riddle Aero University in Arizona, and later chose to focus on a degree in Business Administration. After graduation, he decided that he still possessed the desire to be creative. He continued working in the entertainment industry on the East Coast and in Los Angeles while working as a bartender and waiter with some of the top catering companies in Los Angeles, learning about fine wines in the process.

While working at the Hollywood Athletic Club in the early 1990s, White met Tim Perr through a close circle of friends. White left bartending to work in the financial services industry, where he spent seven years as a stockbroker, first for Prudential, then for Morgan Stanley. He then moved into the pharmaceutical industry and managed sales for four and a half years. Throughout that time, he stayed in touch with Perr, and the fall of 2008, he jumped at the opportunity to head national sales for Pali Wine Co.

White says that it's a boon to go from working for a big, multi-national corporation to working for Perr and Scott Knight, who are not only team-oriented, but give him the authority and autonomy to do what he thinks is best for the brand in the sales arena. He also notes that he and Knight are similar personality types, and immediately felt like part of the family at Pali Wine Co. "We're in this to have a good time. We've all suffered tragedies and we realize how important it is to enjoy the moment. We believe that wine has a positive impact on the world. It's fun, and that's why we're in this business," he says.

When he's not traveling the country on behalf of Pali Wine Co., White enjoys soaking up all the joys of living in Southern California, from great food and wine to sunshine. He's still in touch with his creative side, and engages in singing and songwriting from time to time.