



Scott Knight
Partner, Pali Wine Co.

As a partner in Pali Wine Co., Scott Knight provides much of the sales insight and vibrant energy behind the winery. He is the yang to Perr's yin (with both Pali and Perr&Knight), and as a Southern California raconteur with a sunny personality, Knight perfectly complements Perr's dynamic drive and analytic acumen. Knight is the quintessential people person and a natural fit for directing sales and distribution for Pali Wine Co.

"We are wine aficionados," Knight says of the group of partners who founded Pali Wine Co. in 2004. "Starting Pali Wine Co. was all about creating a business that aligned with our passions," he continues.

Tim Perr introduced Scott to the finer details of wine, though it didn't catch on until 1999 when Perr brought two bottles of 1997 Opus One to the company Christmas party. "He opened it, and wow, that was my epiphany that I need to get into wine," Knight says. Before long, he signed up on highly-allocated winery mailing lists, as opposed to simply sharing an allocation with Perr as he'd done in the past. He started with California Cabernet Sauvignon, but after a few years and a few tasting nights at Perr's house, he found himself falling for nuanced and earthy Pinot Noirs.

Knight oversees sales for Pali Wine Co., building relationships with distributors and aiding in direct sales to select restaurants. Knight attributes much of his sales expertise to the experience he gained working as a waiter and bartender while studying Psychology at the University of California at Irvine. After college, he went on to work for Enterprise Rent A Car in their management-training program. After a few years of running his own Enterprise office, he went on to sell group health insurance for Pacific Mutual, managing telemarketing for three states.

In 1994, Knight met Tim Perr through Perr's wife, Judy, who had been a childhood friend of Knight and his family. Perr and Knight found they had many of the same interests, and began hanging out. As 1994 drew to a close, Perr decided to start his own actuarial consulting business, and he recruited Scott to lead sales. "Tim provides the technical and business aspect to our team," Knight says of Perr. "I'm the friendly face. I always wanted to be an entrepreneur. Tim offered me a chance to jump on the opportunity bus, and it's been a great ride," he adds. Scott recalls the early days of the start-up when the business was based in Perr's garage right alongside Perr's brand-new baby and a puppy. Fast-forward to 2004 and, "We always wanted to start another business and to leverage our experience to re-capture the sense of fun that comes with developing and growing a company. Pali Wine Co. is the culmination of that desire," says Knight.

Knight is an avid sports fan and plays softball once a week in Santa Monica where he lives with his wife, Janice, and two young children.