

**STACEY ROSSER**  
**MARKETING/DIRECT SALES DIRECTOR**

Stacey Rosser happily brings her skills to the Pali Wine Co. team as manager of direct sales, compliance and marketing. For the Pali Wine Co. mailing list's devoted members, Stacey is often the main point of contact at the winery. She serves as the winery's e-commerce director, and also manages Pali's image as the chief liaison for the graphic designer who works on the Pali labels, as well as packaging details such as bottles, screwcaps, and the corks used in large-format bottlings.

She joined the Pali Wine Co. team as its first employee in early 2007, just in time to launch the winery's 2006 vintage. "I love working for a small start-up company and it's fun to be working with an entrepreneur so committed to our team and to our mission of making the best wines possible at a reasonable price," she says of Pali's founder, Tim Perr.

Stacey has a Masters Degree in Urban Planning from the University of North Carolina at Chapel Hill. She has lived in the Pacific Palisades suburb of Los Angeles since 1999. Prior to her work at Pali, she worked for a specialized market research firm for commercial developers, and as a bank lending officer. A mutual friend introduced her to Tim and Judy Perr just as she was looking to return to urban planning. Rosser, who's been a foodie and wine lover for decades, immediately hit it off with the couple. "I love cooking, and accenting my food through wine, so it was in my blood already. This job completed the circle of my passions and my work experience," she says.

In 1989, Stacey and her husband took an extended wine trip through Italy, and she's been a passionate foodie and oenophile ever since. "I think Santa Barbara County is an incredibly beautiful area. I love the landscape and the vibe up there. I feel privileged to have both Los Angeles and the Central Coast in my life right now; it's a very special wine region," she says.

In her free time, Rosser is devoted to her two children, and is an avid doubles tennis player in the Westside Tennis League. She also owns a small real estate investment firm, Echelon Properties, with her husband, Richard Rosser.