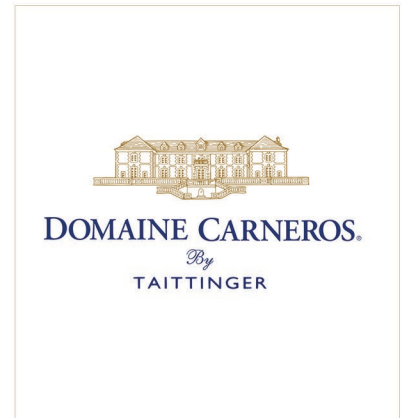


MARIN

Napa's Domaine Carneros Secures a Sparkling Future With New CEO Remi Cohen

by Christina Mueller | March 2021

Remi Cohen took the reins as CEO of Napa's Domaine Carneros in August, 2020, mid-pandemic. The chateau, perched high atop a hill in the Carneros region bridging southern Napa and Sonoma counties, is a local landmark, part of the heritage of a brand owned by a renowned French sparkling wine house, Taittinger. Cohen stepped into the CEO role after the previous CEO, Eileen Crane, retired. Crane ran the show for the past 33 years, but stayed on through the 2020 harvest and blending of the 2020 cuvées.



When you look back on the arc of your career to this point, what do you consider the single most impactful thing you have done?

Mentoring. There's not a "higher" job than that. I like seeing continuity. I want to stay engaged and it's a great way to give back. I know we are talking about "women of impact" but, for the first half of my career, I shied away from this subject of being a woman in wine business. I initially felt that a lot of the work had been done — by Eileen here at Domaine, Heidi Barrett (winemaker best known for her work at Oakville's Screaming Eagle), Marimar Torres (founder/proprietor of Sonoma's Marimar Estate Vineyards and Winery) and others. I looked at their talent and accomplishments and then I saw as many women as men in the viticulture program at Davis. At the time, it felt obvious that the story was over. But as I moved up the ladder on the winemaking and management sides of this industry, the gap became more obvious.

How would you describe your management style?

I've been here for about nine months now and am taking over where Eileen left off. Eileen implemented the Zingerman model of management. She institutionalized their management philosophies into a program, including an employee engagement program and an open book management style with visibility into finances. To support that, management offers trainings and opportunities outside of each employee's own job responsibilities. I'm really excited about this. We added a mentorship program to pair a coach with a less experienced employee based on their professional interests. And we launched a continuing education program — lunch and learn — with the management team.

