

Pam Novak, Biography

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Passionate about the dynamic world of wine, Pam Novak brings over 25 years of invaluable industry experience to the forefront. A seasoned professional with a deep understanding of the intricacies of the wine industry, Novak is a brand builder and growth champion who specializes in executive leadership functions such as brand innovation, strategic partnerships and negotiation, P&L management, portfolio development, team building, omnichannel marketing solutions, and is technology savvy.

In her most recent role as the Vice President of Marketing at C. Mondavi & Family, Pam played a pivotal role on the Executive Leadership Team, spearheading the launch of six new diverse brands during the transformative years of 2022-2023. Her strategic vision and leadership were instrumental in the company's portfolio diversification program, expanding the CMF portfolio from four to ten brands—a remarkable +250% expansion.

During her nearly nine-year tenure at CMF, she spearheaded the launch of new brands from prestigious regions like Bordeaux, France, introduced Prosecco from Italy, championed a women empowerment brand spanning France, Spain, and Portugal, and elevated Charles Krug wines through an 80th Celebration vintage release. Responsible for overseeing the entire CMF portfolio, Pam managed a range of luxury to lifestyle brands from California and Europe, including Charles Krug Winery, CK Mondavi and Family, CK Mondavi Family Select, Flat Top Hills, French Blue, West + Wilder, Valdo Prosecco, Villa Pereire, Aviana, and Domaines Peyronie.

Throughout the past two decades, Pam's focus has remained steadfast on innovation, brand building, and market penetration across both direct-to-consumer and three-tier wholesale channels. Deeply grateful to contribute to the industry, Pam takes pride in delivering targeted strategies and leveraging her strong brand acumen while keeping the bottom line and ROI measures at the forefront.

Pam Novak initiated her wine career at Jackson Family Wines in 1999, followed by roles at Rodney Strong Vineyards, Clos du Val/Goelet Wine Estates, and her impactful journey culminating at C. Mondavi & Family. Serving as a Board Director for Women for WineSense since October 2018, Pam is a graduate of San Jose State University, where she holds a BA in Design with a Marketing Minor. She holds a first-level Sommelier certification from the Court of Master Sommeliers America; and has recently earned her Program on Negotiation certificate from Harvard School of Law.

Beyond her professional achievements, Pam prioritizes personal well-being. Nestled in Napa Valley, she makes time for hiking, gardening, supporting causes through 5k events, sharing meals with friends and family, and launching her two young adults. Immersed in the local music scene, Pam finds joy in live performances, reflecting her commitment to excellence in both career and the vibrant experiences offered by Napa Valley.