



## **Jerol Bailey, Director of Sales, Sommelier**



Jerol Bailey is the Director of Sales at the Lenz Winery. He is responsible for both the retail and wholesale aspects of the company. On the retail side, he oversees the tasting room, staff education and direct to consumer operations. In wholesale, Jerol manages product placement in both restaurants and retail establishments.

Jerol attributes the success of the tasting room in recent years to his highly knowledgeable and professional staff. Since joining Lenz in 2010, Jerol has worked to create a friendly, customer service-oriented atmosphere with a concentration on wine education and the Lenz winemaking process. He is also proud of his weekend food truck program and expanded live music calendar.

Prior to joining one of the oldest and well-respected wineries on the North Fork, Jerol worked as a litigation consultant, assisting companies with trial research, jury selections and witness preparation. This demanding position brought him to clients of all sizes across the entire country. However, his passion for wine encouraged him to follow his heart to a more rewarding career.

Growing up on his family farm in the Bay Area of California, he tended to all the animals, including his favorites, the fifty quarter horses. To this day he is an avid horseback rider. Later on, his interests shifted as he became familiar with the impressive wineries of Napa and Sonoma. The friendly, informative, professional and fun experiences at his favorites left an indelible mark, which he references in many of his decisions today.

Jerol's educational background includes graphic design, business management and public speaking. He also studied sociology and psychology at San Francisco State University to earn a Bachelor's of Science degree. With over seventeen years of professional experience in business, customer service and hospitality, Jerol approaches each challenge with a unique and qualified approach.

The Lenz courtyard has become the hub of Lenz activities, from tableside tastings to the starting point of their highly-acclaimed vineyard tours. You'll often find Jerol in the middle of it all; keeping the well-oiled machine running and loving every minute of it. Jerol invites you and your family to stop in for a visit!