



## TORI WILLIAMS

### HEAD OF CREATIVE AND BRAND STRATEGY

Tori Wilder was born and raised in Southern California. Her family roots are deeply embedded in Hollywood but after graduating with a BA from Brooks Institute of Photography she headed north, where she spent a decade working to promote the City of Portland and the Great State of Oregon through media outreach and award-winning tourism publications.

In 2002 she returned to California to be closer to family, and spent the next two years launching a series of new ships in ports around the world at the Director of Media Relations for Princess Cruise Lines. While the role fulfilled her travel bug it left little time for anything else so in 2004 she and her young son, Owen, made a move to the Napa Valley, where she met a charming winemaker by the name of John Williams.

Settling into wine country, Tori began collaborating with a small band of creative and technology entrepreneurs on a series of website projects and in 2010 they formalized their partnership, founding 750 Group (now Offset), a creative agency and commerce technology platform for the wine industry. In late 2019, after almost a decade in her role as a founding partner, Tori sold her interest in the company in order to become more involved in the family business.

Today Tori can be found working side by side with her husband John, his son, Rory and a small but mighty team driven by their mission *to make wines of terroir, responsibly farmed, sustainably produced and joyfully shared*; and guided by their shared vision *to be a model for the accord between good business, good farming and world citizenship*. She focuses on guiding sustainability initiatives, the ongoing evolution of the brand in an ever-changing marketplace, and oversight of the winery's grounds and edible gardens.