



Plata Wine Partners: The Team

Managing Plata Wine Partner's exceptional wine portfolio takes a dedicated team with a diverse set of skills. From winemaking and sales to logistics and accounting, Plata's experienced team of wine industry veterans delivers proven results for our clients, customers and brands.

Scott Smith

CEO & President

Scott Smith serves as CEO & President. He comes to us from Silverado Investment Management Company where he was the Chief Financial Officer since 2006 and brings to Plata a background that combines both agricultural experiences along with wine business expertise. Prior to 2006, Scott was Vice President - Sales Operations in charge of all budgeting, forecasting, and expense management for Foster's Wine Estates in Napa. Scott began his wine business career with Robert Mondavi Winery in 1988. He received his Bachelor of Science degree in Business from San Francisco State University. Scott lives in Novato with his wife Denise and they enjoy traveling, bocce ball & tennis.

Aaron Fein

VP of Sales & Marketing

Born and raised in New Jersey, Aaron came to the wine business after graduating from UNLV and 20 years in hospitality management. He began his wine journey with Barefoot Cellars helping lead the company to nearly 1M cases as National Sales Director and the eventual sale to EJ Gallo. Following this he worked with Constellation Brands, Kendall-Jackson, Purple Wine Company and Banfi Vintners in similar capacities. Aaron and his wife Kym live in Petaluma with their daughter Sydney. He enjoys camping, golf, cycling, cooking and all the delicious fruits the wine industry offers.

Alison Crowe

Director of Winemaking

A multi-talented winemaker with a love of balanced wines, Alison believes that brands need to be firmly planted in consistent vineyard sites in order to grow. It's her job at Plata Wine Partners to make our clients' wine dreams a reality. A graduate of the UC Davis Viticulture & Enology program and recipient of an MBA from the UC Davis Graduate School of Management, Alison brings over 15 years of winemaking experience to bear on every lot of wine. Stints at Chalone Vineyard, Bonny Doon Vineyard as well as in Mendoza, Argentina instilled in her the important lesson that great wines begin in the vineyard.

"At Plata we make wines literally from the ground up," she says, referencing the long-term relationships she has developed with her company's vineyards. "I believe in respecting the fruit and letting the vineyards speak their particular truths. Sometimes all I have to do is get out of the way." When not in the barrel stacks or in Plata's vineyards, Alison loves to ride her bike in the hills of Carneros, cook and spend time with her husband and two young boys at their home in Napa.

Maria Janovich

Controller

Maria Janovich serves as Plata's Controller. She brings 25 years of accounting and financial experience to the team, mainly in agriculture. Prior to Plata, Maria worked on the vineyard side as Revenue Manager for Silverado Investment Management Company. She also worked for Atlas Vineyard Management & Premier Pacific Vineyards. Maria graduated from the University of San Francisco with an emphasis in Accounting. Maria spends her time away from work with her husband and two boys. They love to camp, spend time at the lake, and complete projects on their ranch.

Michelle Stange

Operations Administrator

Michelle Stange joined the Plata team in 2015. Michelle is the Operations Administrator who coordinates the bottlings with the suppliers and facilities. Before joining Plata, Michelle worked alongside her husband operating their own home entertainment installation business. When she is not working, Michelle enjoys hot Bikram yoga classes and hiking with her two dogs, Donny & Pepper.

Elizabeth Graham

Staff Accountant

Elizabeth originally became involved in accounting to help her dad in his auto repair business. After many years working in the field in the Bay Area and Sacramento, she earned her AS degree from Napa Valley College and has been working in the wine industry since 2006. When not slinging numbers and reports, Elizabeth can be found knitting, watching the Science Channel or zipping around on wine country back roads on her Harley Davidson Sportster.

Doug Walker

VP Special Projects

It is Doug's job to make sure each and every client receives outstanding service and a product all are proud of. Doug's 25 plus years of industry experience include key roles at Chateau St. Jean, Beringer Wine Estates and a brief stint as a partner in a small wine company. He leverages all of these experiences to create the best possible opportunities for Plata's clients. All work and no play is no fun...so Doug enjoys golf and cycling with his wife and an occasional trip to wet a fly on a distant river.

Dennis Stroud

Consultant

For the last 25 years, Dennis has been in the world of wine at Kenwood Vineyards, as National Sales Manager, and served in the same capacity at Heck Estates, Kunde Estate Winery & Vineyards, as well as Lambert Bridge Winery. In 2005, Dennis became a founding partner of Plata Wine Partners and focuses on producing wines for private label programs across the country. Dennis is married with 3 children as well as 2 grandchildren. Dennis resides in Sonoma, California and enjoys fly-fishing, food and wine, and spending time with his family.