



Reagan Rombauer Blackwood Third Generation

The granddaughter of Koerner and daughter of Sheana Rombauer, Reagan grew up in Napa Valley and, like her mother before her, spent a good portion of her youth working at the family-owned winery.

"I was there all the time. Some of our long-term employees are just like family to me," says Reagan, whose experience over the years includes jobs in the accounting department and tasting room; assisting with special events at the winery; and representing Rombauer at external sales events, tastings and auctions. In her current role as Sales & Marketing Support Manager, Reagan conducts sales presentations and assists with sales program development; represents the winery at industry conferences, promotional and philanthropic events; and assists in identifying strategic market opportunities, including exports. She also works on trade-directed education programs and provides market perspective to support development of promotional materials and events.

After graduating from high school, Reagan earned her Bachelor's in Business Administration from Boise State University, at the same time working as a project manager in Boise's International Business Organization. In this role, Reagan was introduced to people from all over the world as she secured funding for projects, wrote grants, and assisted with major club projects. She also served as an administrative assistant in the school's Executive MBA Program. Following graduation, Reagan worked for New Directions Technologies Inc., a government contractor in California, first in administrative support and eventually as a project management analyst. Having also worked as a licensed real estate agent, she joined Rombauer in 2016 as Assistant Regional Sales Representative and was promoted to her current role in 2017.



Reagan credits her family for her entrepreneurial spirit. "Both sides of my family are successful business owners who taught me the importance of customer service, people skills and hard work," she says.