

Willamette Valley Vineyards Appoints Wine.com Founder Michael Osborn as Chief Executive Officer

WVV Founder Jim Bernau Continues as Chairman and President, Marking Strategic Leadership Succession

Salem Hills, Ore., May 12, 2025 – [Willamette Valley Vineyards](#) (NASDAQ: WVVI, WVVIP) one of Oregon's most respected estate wineries, announced today that Mike Osborn, founder of Wine.com, has been named Chief Executive Officer, effective immediately. The appointment follows founder Jim Bernau's January 2025 announcement that he would be stepping back from the CEO role while continuing to serve as President and Chairperson as part of a long-term succession plan.

"Willamette Valley Vineyards was founded on the belief that Oregon could produce world-class wine through collaboration, innovation, and respect for the land," said Bernau. "As the wine market continues to evolve, we need the added horsepower of a new CEO grounded in the industry's business side to accelerate our momentum. Mike brings visionary leadership, a deep connection to Oregon, and the sales and marketing experience to invigorate our brand with distributors, retailers, and restaurants across the country and globally."

Bernau founded Willamette Valley Vineyards in 1983 and spent more than four decades building the winery into one of the Pacific Northwest's most respected wine companies. Under his leadership, the company pioneered a community ownership model, invested deeply in environmental stewardship, and helped elevate Oregon Pinot Noir to international acclaim.

Osborn, who grew up in Southern Oregon and launched Wine.com in Portland, is recognized as one of the most influential figures in modern wine retail. Over the past 27 years, he has built Wine.com into the nation's leading online wine retailer, building marketing and technology infrastructure while successfully navigating complex alcohol laws to serve hundreds of thousands of customers annually.

"It's a true honor to join Willamette Valley Vineyards at such a meaningful point in the company's journey," said Osborn. "This winery has always stood for integrity, community, and quality—values I share deeply. I've long admired Jim and the legacy he's built. I'm excited to work with the team to elevate the winery's national and global presence while remaining rooted in the people and places that make Oregon wine distinctive."

Willamette Valley Vineyards is publicly traded and continues to operate under its unique shareholder model, with thousands of wine enthusiasts invested as co-owners. The company's dedication to innovation and transparency has long made it a model for sustainable wine business practices.

"This is more than a leadership change," said Bernau. "It's an acceleration of our mission. With Mike's energy and strategic expertise, we're poised to bring Oregon wine to more tables and more markets than ever before."

About Willamette Valley Vineyards

Founded in 1983 by President Jim Bernau with the dream of creating world-class Pinot Noir while serving as stewards of the land, Willamette Valley Vineyards has grown from a bold idea into one of the region's leading wineries, earning the title "One of America's Great Pinot Noir Producers" from Wine Enthusiast Magazine. In addition, all the vineyards have been certified sustainable through LIVE (Low Input Viticulture and Enology) and Salmon-Safe programs. With 1,000 acres under vine, Willamette farms its Estate winery in the Salem Hills, sparkling winery Domaine Willamette in the Dundee Hills, pioneering Tualatin Estate Vineyard near Forest Grove and Elton Vineyard in the Eola-Amity Hills. The winery has expanded recently to include 10 tasting rooms in Oregon, Washington and California – growth made possible by the stock ownership of many wine enthusiasts.

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