



BUILDING BRANDS WORLDWIDE

For further information:  
Jennifer Verdon  
(415) 382-6754  
or (415) 382-6900

## OUR MANAGEMENT TEAM

### **Peter Byck**, Co-founder, CEO and President

Mr. Byck co-founded Winery Exchange after serving as VP of Strategy & Business Development for Golden State Vintners, formerly one of the largest vineyard and winery owners in California. Mr. Byck holds an MBA from The Wharton School at the University of Pennsylvania, and a BS in Computer Science and Math from the University of California, Davis. He resides in Kentfield with his wife and children. His family owns and operates Paradise Ridge Winery in Santa Rosa.

### **Oliver Colvin**, Chief Operating Officer, Corporate Brands

Mr. Colvin is responsible for many areas of expertise at Winery Exchange including general counsel, international sales, operations and corporate beer development. Prior to joining Winery Exchange, Mr. Colvin was Senior Vice President and Assistant General Counsel at Silicon Valley Bank. Mr. Colvin was also a partner in the Palo Alto law firm of Fthenakis & Colvin. He holds a BA in Economics from the University of California, Davis, a JD degree from the Santa Clara University School of Law, and an LL.M. degree in Securities Regulation from the Georgetown University Law Center, Washington, D.C. Mr. Colvin enjoys spending time with his family and friends in his hometown of Palo Alto.

### **John Gilmer**, SVP TradePulse Operations & Technology, SVP Finance

Mr. Gilmer joined Winery Exchange in 2006 where he balances two Senior Vice President roles. He is responsible for the companies finance and technology functions and serves as the company's corporate treasurer. Prior to joining Winery Exchange, Mr. Gilmer was a member of the senior management team of Instill Corporation, served eight years as the Chief Information Officer of Sybase, Inc. and was a Manager with Andersen Consulting. Mr. Gilmer holds a BA degree in Business Economics from Golden Gate University in San Francisco. He now resides in Marin where he enjoys spending time with his family and cycling.

### **Bill Narlock**, SVP Corporate Development

Mr. Narlock is responsible for the corporate development and supply chain services at Winery Exchange. Prior to joining the Winery Exchange team, Mr. Narlock was the Managing Director at Myer-Holum International Consulting in Australia. He currently is a member of the board for his family winery, Nichelini, the oldest continuously owned and operated winery in Napa Valley. He holds a BS in Math and Computer Science from the University of California, Davis. He now resides in San Anselmo where he enjoys mountain biking and abalone diving in his free time.

### **Chip Block**, SVP Sales

Mr. Block joined Winery Exchange in 2008. He is responsible for domestic wine and spirits sales, and customer management. In 2011 Mr. Block took on the responsibility of building the National Brands Division of Winery Exchange which included the re-launch of the Echelon Vineyards brand. Prior to joining Winery Exchange Mr. Block held many Vice President roles in the wine industry, including: VP of Sales for Cosentino Signature Wineries, Divisional VP for Beam Wine Estates and Divisional VP for Allied Domecq. Mr. Block holds a dual Bachelors Degree from UC Davis in Economics and Communications.