



ALPHA OMEGA

**FOR IMMEDIATE RELEASE**

## **Lisa Porter Gilley Joins Alpha Omega as Director of Strategic Partnerships**

*Rutherford winery creates position to enhance luxury market relationships*

**RUTHERFORD, Calif. (July 24, 2018)** – Alpha Omega, a family-owned winery in the legendary Rutherford Bench of Napa Valley, has announced the hiring of Lisa Porter Gilley as its Director of Strategic Partnerships. In this newly-created marketing position, Porter Gilley reports directly to Alpha Omega Vintner Michelle Baggett. As director, Porter Gilley will identify, develop and manage partnerships designed to introduce new luxury wine customers to the Baggetts’ three brands, Alpha Omega, Tolosa in Edna Valley and Perinet in Spain’s Priorat region, which make up their recently-formed Alpha Omega Collective.

Porter Gilley comes to Alpha Omega from a vice-president position at Robb Report, where she oversaw the luxury magazine’s private membership club offering domestic and international services and experiences for a hand-selected group of ultra-high net worth consumers. Prior to her eight-year stint at Robb Report, Porter Gilley spent eight years as the Executive Assistant to H. William Harlan, managing details of VIPs’ visits to Meadowood Napa Valley, Harlan Estate, BOND and The Napa Valley Reserve, serving as Harlan’s ambassador and coordinating select high-profile events. While at Robb Report, Porter Gilley met Michelle and her Vintner husband Robin Baggett.

“Robin and I had the pleasure of working with Lisa while she was with Robb Report,” Michelle Baggett said. “We found her work ethic and professionalism to be exemplary. We are very proud to have her as part of the Alpha Omega family. With her background, she’s the ideal person to manage our partnerships across all our wine brands.”



Lisa Porter Gilley Courtesy Alpha Omega

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### **About Alpha Omega**

Founded in 2006 by Robin and Michelle Baggett, Alpha Omega began as a direct-to-consumer pioneer and now sells 95% of its wine through this channel. Located on Highway 29 in the legendary Rutherford Bench of Napa Valley, Alpha Omega produces world-class, Bordeaux-style, handcrafted wines made with prized grapes from its own vineyards and historic vineyards by Swiss-born winemaker Jean Hoefliger and consulting winemaker Michel Rolland. With its landmark fountains, tranquil pond and stunning views of the Mayacamas Mountains and vineyards, the winery exudes a sense of place and offers hospitality reflective of the farming community. Alpha Omega's land and winery are Napa Green certified. To learn more, please visit [www.aowinery.com](http://www.aowinery.com).

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