

# FIDDLEHEAD CELLARS

**ROB FRY – National Sales Manager / Organizer of Chaos / Pivot Table Expert**



Rob lives in the moment. His favorite indulgence is a great meal with white truffles and great wine, probably a Grand Cru Burgundy. At Fiddlehead, he's become our all important sounding board. During his time away from Fiddlehead, Rob can be found at one of his favorite places which include the Chef's table at a great restaurant, a live outdoor concert, or somewhere exploring nature or relaxing on the beach.

Rob spent the first 22 years of his life in Reno, NV. He credits his mother for his foray into the world of food & beverage, as she got him his first job at the age of 14 at an IHOP (even though she thought his bad penmanship would make him a good doctor!). Rob spent his formative years doing most everything there is to do in restaurants, and when a company offered him a management position in Santa Barbara, he leaped at the chance.

After a successful career managing restaurants throughout California, Rob decided to look into other industries. After a nearly 10 year hiatus, he returned to college and earned his degree in Economics from UCSB. This led directly to a position with a Financial Services Brokerage where he became licensed in Securities, Futures, Insurance, and as a 401k specialist.

The lure of technology was too great; however, and Rob decided that there was more soul in the Internet than he had found in financial instruments, so he entered the world of technology as the Sales Manager of a regional Internet Service Provider.

Years later he found himself leveraging his technology acumen to assist a highly regarded charity with electronic communications, database development and ecommerce. It was there that the wine industry revealed itself as a vocation.

Rob was recruited by Au Bon Climat, one of the few wineries in the region that pre-dates Fiddlehead... where he did virtually everything except counting beans or making wine. After 7 years of juggling countless hats, a new challenge was in order... or was it kismet? He left his post at the same time that Kathy was beginning her search for the highly desirable position National Sales Manager with Fiddlehead. And the rest is history...