

# PRIDE

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## MOUNTAIN VINEYARDS

### Steve Pride

Steve has been responsible for guiding Pride Mountain Vineyards since 2004. As both the Director of Winegrowing and CEO, he involves himself in all aspects of the business from viticulture to winemaking, from management to marketing. But his main focus each day is in leading the farming practices on the winery's 85 acres of vines. Steve is also proud of contributing to and promoting the general spirit that permeates Pride Mountain Vineyards, in which the entire staff places a priority on being concerned for the well-being and happiness of everybody they come in contact with: guests, long-term customers, new customers, vendors, other professional relations, colleagues and to the greater community in which they live.

Before his parents created the winery in 1991, Steve began his career as an academic scientist. After completing a BA at the University of California at Berkeley and a PhD at Texas A&M University, both in geophysics, and after two years as a post-doc at MIT, he married his French wife Laurence in 1992 and became a professor that year at the University of Paris before moving to the University of Rennes in France in 1998. In 2000, he took a sabbatical at Stanford University as a visiting professor, which enabled him to spend time with his Dad Jim who was diagnosed with cancer in the fall of 2001. Jim died in 2004 at which time Steve moved back from France and took over responsibility for the winery. He also obtained a staff-scientist position at the Lawrence Berkeley Lab along with an adjunct-professor position at UC Berkeley and split his time equally from 2004 to 2019 between the winery and science. Since 2020, Steve has been focused only on winery business and farming and lives at the vineyards with Laurence. They have two grown boys Tom and Sam.