



ROBERT HANSON

Chief Executive Officer, The Duckhorn Portfolio



Since being named The Duckhorn Portfolio's Chief Executive Officer in early 2025, Robert Hanson has brought a bold strategic vision and a deeply people-focused approach to the company's next era of growth. Drawing on more than three decades of experience building, transforming, and scaling global consumer brands, Robert's visionary leadership is further solidifying The Duckhorn Portfolio's position as North America's premier luxury wine company, while deepening the legacy of quality, craftsmanship, and trust that has defined the company for half a century.

A proven wine and spirits industry leader, Robert came to The Duckhorn Portfolio while serving as an Operating Partner at Butterfly Equity, where he focused on the firm's beverage and beverage-alcohol sector. He played a pivotal role in the firm's acquisition of The Duckhorn Portfolio, shaping the long-term plan now being executed under his leadership.

Robert also served on the Board of Directors and as Global Portfolio President of Wine and Spirits at Constellation Brands, leading its transformation into one of the world's largest Premium & Luxury Wine portfolios. During his board and operating tenure, his focus on brand elevation, innovation, and disciplined growth contributed to a more than \$28 billion increase in Constellation's market capitalization. Beyond wine and spirits, Robert has held several chief executive roles across iconic global consumer brands. As Chairman and CEO of John Hardy, a sustainable luxury jewelry brand, he achieved 28% revenue growth and guided the company through a successful recapitalization during the COVID-19 pandemic. As CEO of American Eagle Outfitters, he led the company's evolution from a \$3 billion mono-brand retailer into a multi-channel, technology-driven global company, returning \$2 billion in capital to shareholders. Robert began his career at Levi Strauss & Co., where he spent 23 years in leadership roles culminating as Global President of Levi's®.

Under Robert's leadership, The Duckhorn Portfolio has sharpened its operational focus and accelerated investment in its iconic brands. Guided by a deep respect for the company's heritage, and a vision that marries Duckhorn's legacy of excellence with innovation, he has enhanced the company's agility, efficiency, and long-term profitability, positioning it for continued leadership in the luxury-wine segment. Reflecting his belief that every team member contributes to the company's success and should share in the value they help create, Robert introduced an Employee Ownership Program, granting equity to all regular full-time and part-time employees. Designed to provide meaningful, long-term wealth-building opportunities, the program reinforces Duckhorn's standing as a 2025 Certified Great Place to Work® and strengthens its culture of shared purpose and empowerment.

Robert has served on the boards of Dr. Marten's, Constellation Brands, Canopy Growth Corporation, and Urban Outfitters, contributing his expertise in strategy, operational excellence and governance. A recognized leader in ESG and inclusion, he has served on several nonprofit boards focused on youth development, social justice, HIV/AIDS education, and the arts. Honored as an Out 100 Global Executive, he has contributed to *Time* magazine and is a frequent keynote speaker on leadership and values-driven growth. When he is not travelling for work or adventure, Robert lives in Yountville with his husband and his beloved dog, Max.