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Executive Director

The Bartholomew Foundation seeks a creative and entrepreneurial Executive Director to steward Sonoma's beloved 375-acre Bartholomew Park and Bartholomew Estate Winery that together preserve and celebrate the birthplace of California's premium wine industry.



Organization Overview

Located in Sonoma Valley, the Bartholomew Foundation is a unique nonprofit stewarding one of the most important locations in U.S. wine history and its surrounding landscape.

The Bartholomew Foundation owns and operates Bartholomew Park—375 acres of free, publicly accessible hiking trails, lawns, and picnic areas, as well as the historic Haraszthy Vineyard and Villa sites—a sanctuary where visitors can connect with nature and history just minutes from Sonoma Plaza. As directed by the Bartholomews, the Foundation also owns and operates the Bartholomew Estate Winery and Vineyards within the Park to preserve the property's viticultural legacy. Proceeds from the Winery are expected to fund much of the Park's operating budget, creating a unique social impact model that blends history, conservation, hospitality, and community engagement while allowing its modest endowment to grow to fund future needs.

The Foundation seeks its first-ever Executive Director to lead the Foundation's Winery and Park operations with a creative, compelling, and inclusive unified vision.

The Bartholomew Foundation brings the history of California winemaking to life while stewarding historic gardens, trails, and wildlands for the enjoyment of all.

The Bartholomew Foundation's Park and Estate Winery operates on the site where Count Agoston Haraszthy—widely regarded as the father of California's premium wine industry—launched his pioneering winery in 1857. When Antonia and Frank Bartholomew purchased the abandoned property in 1943, Antonia vowed to “return the great name of Haraszthy and his tradition of fine winemaking to the wine trade.” This is exactly what she did.

Antonia and Frank dedicated themselves to preserving and improving the property and its rich history, including acres of rolling hills and the Buena Vista Castle's mini Golden Gate Park. Antonia wanted the community to be able to experience the same joy and fulfillment this land had brought to their lives.

To ensure the property's restored wine legacy would never again be forgotten and to keep the Park's grounds and 300 acres of wildlands accessible to the public, the Bartholomews established the Bartholomew Foundation, including a mandate for an operating winery and vineyards. Maintaining the Park's gardens, wildlands, and historic legacy is an ongoing and costly endeavor, making the Winery's success essential to the Park's survival.

The Bartholomew Estate Winery is 100% Foundation-owned, with all proceeds supporting and sustaining the Park and the Foundation's mission.

The Bartholomew Estate Winery produces 3,000–5,000 cases annually, with four Estate varietals and 11 wines. Currently, these wines are available exclusively at the Winery or through its wine club (and, occasionally, at beloved Sonoma restaurants). The donation you can drink, every sip helps to ensure this glorious place will continue to thrive and welcome visitors again and again.





Position Overview And Responsibilities

The Bartholomew Foundation's first-ever Executive Director will craft and implement a bold, integrated strategy for both the Park and the Winery that honors the Estate's legacy while charting an inspired and financially stable path forward. The Foundation seeks a creative visionary: an entrepreneurial, fearless, and "out-of-the-box" thinker who thrives on possibility, someone who sees the chance to shape this property's future as a once-in-a-lifetime opportunity.

The Executive Director will oversee both Park and Winery operations and must combine entrepreneurial vision with proven management excellence. The position requires a leader who can balance the dual responsibilities of the role, recognizing that success in both enterprises is essential to the Foundation's mission. The ideal candidate has a strong grasp of both strategic thinking and hands-on engagement and is comfortable transitioning between big-picture planning and day-to-day problem-solving.

Responsibilities



Strategic Leadership and Organization Building

- Provide visionary leadership across the organization, honoring the Foundation's history and mission while embracing innovation and entrepreneurial thinking
- Lead the development and implementation of a comprehensive strategic plan that positions the Foundation for long-term success and sustainability
- Further develop and market Bartholomew Foundation's brand, bringing the Park and the Winery stories together in the eyes of the public for mutual benefit
- Build organizational capacity and systems to support efficient operations across both Park and Winery enterprises
- Collaborate effectively with the Foundation's trustees and provide leadership on conservation strategy, business operations, and policy development



Winery and Hospitality Operations

- Working in close collaboration with the Winery team, oversee Winery operations to ensure profitability and brand excellence
- Drive strategic revenue growth in wine club membership, tasting room experiences, and event programming and create new revenue opportunities
- Create innovative programming that connects wine, history, and community engagement
- Ensure that Winery operations align with, and actively support, the Foundation's broader conservation and education mission



Fundraising and Development

- Establish and lead a comprehensive development program, including major gifts, planned giving, and community fundraising initiatives
- Launch and grow meaningful engagement opportunities for supporters, including the emerging “Friends of Bartholomew Park” membership program
- Cultivate deep relationships with donors, community leaders, and strategic partners that lead to transformational support and long-term sustainability
- Oversee grant writing and management, identifying and pursuing funding opportunities aligned with the Foundation’s mission
- Serve as the Foundation’s primary spokesperson and ambassador, articulating its mission and impact to diverse audiences



Park Stewardship and Community Engagement

- Oversee Park operations, working with the resident Park manager who supervises trail maintenance, grounds keeping, and facilities
- Develop and implement a robust volunteer program that engages community members in Park stewardship and conservation
- Strengthen and expand educational programming that tells the story of the site’s natural and cultural history
- Build and maintain collaborative partnerships with conservation organizations, fire districts, and community groups
- Navigate complex challenges, including climate adaptation, wildfire risk management, and invasive species control

Team Leadership and Management

- Recruit, develop, and retain talented staff across Park and Winery operations
- Provide mentorship and professional development opportunities that build organizational capacity
- Foster a collaborative, respectful workplace culture that encourages innovation and celebrates success
- Oversee human resources, budgeting, and operational systems to ensure organizational effectiveness



Desired Experience and Competencies

Charismatic and empathetic, the ideal candidate is someone who naturally inspires confidence and draws people into shared purpose. This leader will cultivate a workplace culture that fosters innovation and excellence, promoting both professionalism and a spirit of joy in the workplace.

They will possess exceptional interpersonal skills and bring the confidence, creativity, and emotional intelligence necessary to lead this unique organization through its next chapter of growth.

The ideal candidate will have proven success in hospitality and visitor services—likely including direct winery management experience—combined with the confidence and aptitude to master what they don't yet know. They will lead with collaborative energy, building and empowering teams across Park operations and Winery management. Above all, they will understand that the Foundation's mission extends beyond land and wine to creating enduring community connections through stewardship, education, and shared experience.

Leadership Attributes

- Creative, entrepreneurial thinker with demonstrated ability to realize a vision with financial success
- High degree of emotional intelligence, self-awareness, and ability to build trust across diverse constituencies
- Collaborative leadership style that empowers teams and celebrates shared success
- Comfort with ambiguity and ability to thrive in a dynamic, evolving environment
- Strategic resourcefulness and ability to identify and seize opportunities
- Solutions-oriented approach that finds common ground and builds consensus
- Genuine passion for the Foundation's mission and commitment to community stewardship
- Balance of professionalism with warmth, humor, and authentic joy in the work

Hospitality and Business Leadership

- Experience developing innovative programming and creating memorable guest experiences
- Proven track record of building earned revenue while maintaining high standards of quality and service
- Demonstrated understanding of winery operations, hospitality management, or comparable guest-focused businesses
- Understanding of wine country culture, community dynamics, and the unique opportunities of place-based businesses

Fundraising and Relationship Building

- Track record of successful fundraising for mission-driven organizations, including major gifts and community campaigns
- Experience building development programs from concept to success, ensuring they reach their potential
- Ability to cultivate authentic, lasting relationships with donors, partners, and community leaders
- Exceptional communication skills and the ability to articulate mission and impact to diverse audiences
- Experience with grant writing, institutional funding, and diversified revenue strategies

Nonprofit and Public Lands Leadership

- Experience in public lands, park management, or environmental stewardship
- Understanding of nonprofit governance and proven ability to work effectively with the current Trustees
- Familiarity with the regulatory environment for parks, conservation easements, and public lands
- Commitment to environmental education and creating meaningful learning experiences for diverse audiences
- Awareness of regional conservation challenges, including wildfire, climate change, and habitat protection



Compensation

This is a full-time, exempt, benefit-eligible position. The anticipated annual salary range is \$180,000–\$220,000, commensurate with experience, on a base-plus-bonus basis. The range provided is an estimate and will be evaluated on an individual basis, taking into consideration the candidate's knowledge, skills, abilities, and experience.

A comprehensive benefits package for this new role will be developed in collaboration with the selected candidate, and will include health insurance, retirement contributions, paid time off, and other benefits appropriate to the role and organization.

Location

The Executive Director will be based at the Bartholomew Foundation in Sonoma, California. The position requires regular on-site presence to effectively oversee both Park and Winery operations and to build strong relationships with staff, partners, and the community.

The Executive Director will travel regularly within the Sonoma area and neighboring regions to attend donor meetings, partnership events, and fundraising activities. The position requires flexibility to work evenings and weekends as needed for events, programs, and operational requirements.

Sonoma offers an exceptional quality of life with vibrant arts and culture, beautiful landscapes, and a strong sense of community. The area provides access to world-class wineries, outdoor recreation, and the cultural offerings of both San Francisco and the greater Bay Area.

Start Date

Summer 2026

To Apply

Please visit potrerogroup.com/bartholomew and select "Apply Here." Applications should include a resume and a cover letter describing your qualifications that match the position criteria and what you will bring to the role. Interested candidates should apply by **March 9, 2026**, for priority consideration.



Additional Information

More information on the Bartholomew Foundation can be found at bartholomewpark.org and bartholomewestate.com.

For additional information regarding this opportunity, please contact:

Stephanie Karp
Managing Director
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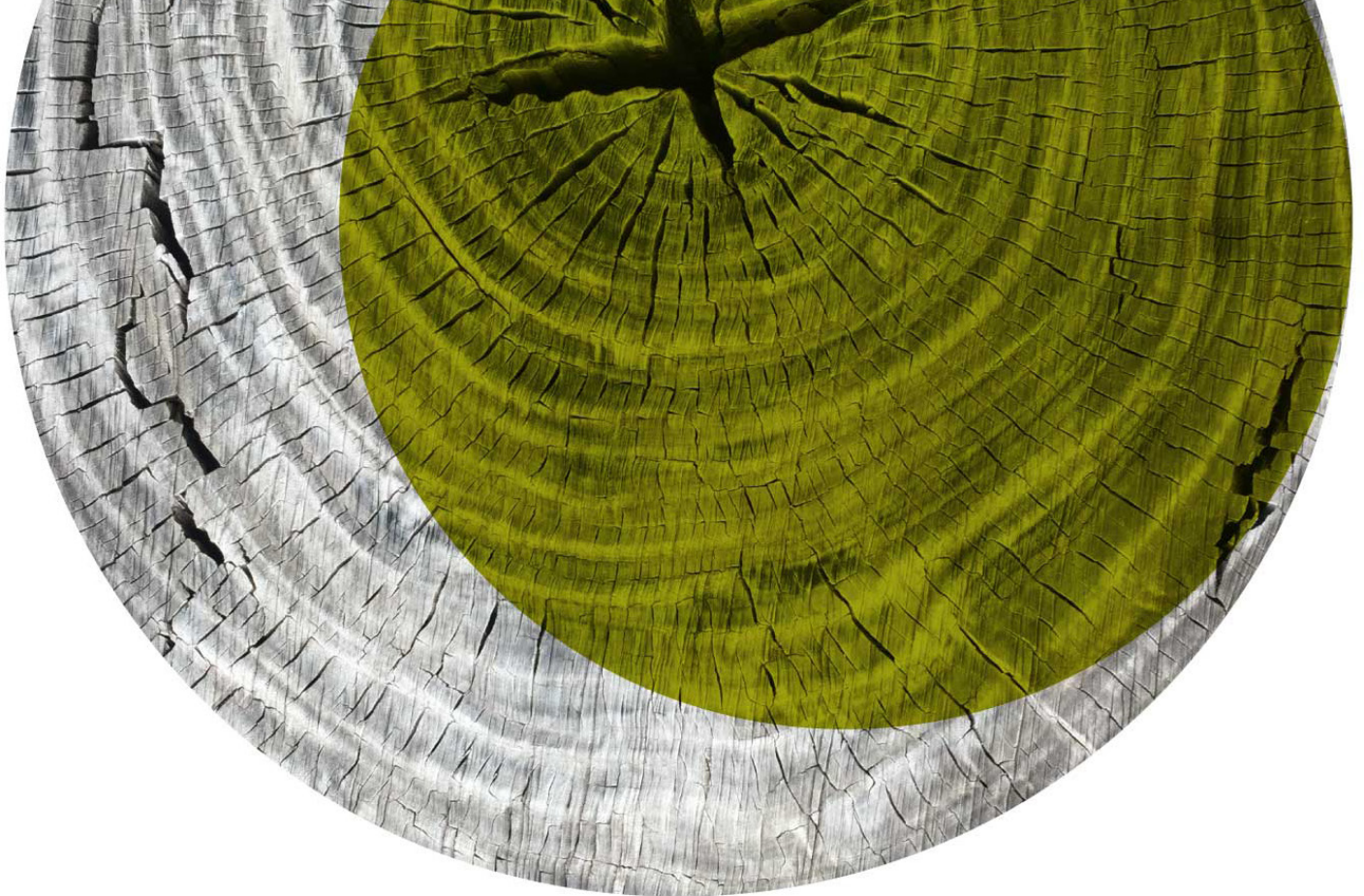
Bartholomew Foundation is an Equal Opportunity Employer

Bartholomew Estate Winery is an equal opportunity employer committed to creating and maintaining a workplace in which all individuals are treated with respect and dignity.

Employment decisions are based on business needs, job requirements, and individual qualifications, without regard to any status protected by applicable federal, state, or local law.

In accordance with the California Fair Employment and Housing Act (FEHA), Bartholomew Estate Winery prohibits discrimination, harassment, and retaliation against applicants, employees, interns, volunteers, and contractors on the basis of race, color, religion, creed, national origin, ancestry, physical or mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, pregnancy, childbirth, breastfeeding or related medical conditions, sexual orientation, and military or veteran status, as well as any other protected category under applicable law. This commitment applies to all terms and conditions of employment, including recruitment, hiring, placement, promotion, transfer, demotion, layoff, recall, leaves of absence, compensation, benefits, training, discipline, and termination.

Bartholomew Estate Winery also prohibits retaliation against any individual who, in good faith, raises a concern, makes a complaint, or participates in an investigation regarding suspected discrimination, harassment, or retaliation. Individuals who believe they have experienced or witnessed conduct inconsistent with this policy are encouraged to report it promptly through the General Manager so that concerns can be addressed in a timely and fair manner.



Potrero Group is honored to coordinate this search on behalf of Bartholomew Foundation. We support innovative leaders and organizations making a difference in the world with strategic planning, facilitation, organizational development, and board and executive search services. We are committed to equitable and inclusive practices in all of our work.

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