



Executive Leadership Team



Mike Gianni

Founder & Chief Executive Officer

Founder of Vita di Lusso World Cuvée, Mike Gianni built the platform to unify iconic winery and hospitality assets under disciplined operations and an experience-led luxury thesis. His background spans premium execution-sensitive businesses and high-end real estate redevelopment, where precision, capital stewardship, and asset transformation were critical. Following the 2020 Napa and Sonoma wildfires, Mike identified a generational opportunity to reposition wineries as anchor assets within a vertically integrated luxury ecosystem to include hotels and private aviation. As CEO, he leads investment strategy, brand and platform development, growth execution, aligning craftsmanship, real assets, and operational excellence to drive long-term value and brand loyalty.



Dev Ellis

Chief Operating Officer

Dev Ellis brings deep operational leadership across luxury hospitality, real estate, and bespoke lifestyle platforms. Raised in a multigenerational entrepreneurial family and experienced in starting up over 13 businesses, she specializes in scaling operating systems that balance elevated guest experiences with disciplined financial performance. Dev has overseen assets exceeding \$400M in value, building multi-market teams, KPI frameworks, and technology-enabled infrastructure. As COO, she ensures VDL's strategy, operations, and guest experience scale cohesively across the global portfolio.



Paul Elder

Chief Financial Officer

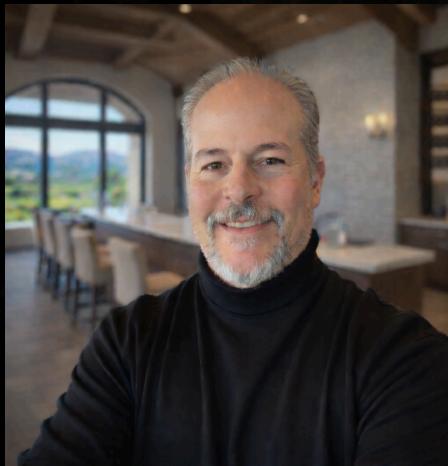
Paul Elder is a seasoned financial executive with extensive experience scaling asset-backed organizations across manufacturing, real estate, and winery hospitality. Formerly VP of Finance for a \$680M enterprise, he has delivered accelerated close cycles, optimized cash flow, and unlocked significant growth opportunities. Paul architects VDL's financial infrastructure to support disciplined capital deployment, scalability, and durable investor returns.



Douglas Danielak

Chief Wine Operations Officer

Douglas Danielak is an internationally renowned wine professional whose career bridges Old World heritage and modern winemaking excellence. Trained in Burgundy and educated at UC Davis, he currently advises historic estates on both sides of the Atlantic as well as making his own prolific brand. As CWO, Douglas ensures authenticity, precision, and world-class quality across VDL's wine portfolio.



Daryl Sibbitt

Chief Projects Officer

Daryl Sibbitt brings nearly four decades of executional leadership across complex, production-driven environments. Known for translating vision into executable plans, he oversees development, construction, and special initiatives at VDL—establishing processes, controls, and reporting structures that support scalable growth, capital discipline, and brand integrity.



Ben Kasman

Chief Business Development & Branding Officer

Ben Kasman brings a rare blend of analytical rigor and creative vision to Vita di Lusso World Cuvée. His background spans global brand leadership and founder-led initiatives, including high-impact work at Airbnb through IPO and Chronicle Books. Ben leads brand strategy, partnerships, and market positioning—translating VDL's vision into a globally resonant luxury narrative that unites culture, craft, and experience.



The Leadership Advantage

Vita di Lusso World Cuvée is led by a rare, deliberately assembled executive team built to execute—not theorize—ultra-luxury at scale. The leadership advantage of VDL is not any single executive, but the convergence of complementary expertise across real assets, institutional operations, global wine credibility, disciplined capital stewardship, and brand architecture.

At the center is founder-led conviction. The platform was conceived by an operator with decades of experience in execution-sensitive businesses and luxury real asset transformation. This founder perspective anchors the company in pragmatism: capital discipline, operational excellence, and respect for craft are treated as non-negotiables, not aspirational values.

Operationally, the team brings institutional rigor typically absent from founder-driven luxury concepts. With leadership that has overseen and scaled portfolios exceeding hundreds of millions in asset value, VDL operates with systems, KPIs, controls, and governance designed to protect downside risk while enabling growth. This ensures that hospitality excellence and guest experience scale without eroding margins, brand integrity, or long-term asset value.

Financial leadership provides another critical pillar. The platform is supported by proven capital stewards who have built financial infrastructure for complex, asset-backed organizations, implemented enterprise systems, optimized liquidity, and delivered durable investor returns. This allows VDL to deploy capital deliberately, structure growth responsibly, and maintain transparency with partners and stakeholders.

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VDL's wine leadership further differentiates the platform. The company is guided by globally respected expertise rooted in Old World tradition and modern winemaking excellence, ensuring authenticity, credibility, and quality at the highest international standard. This depth of wine knowledge protects the cultural and agricultural heart of the assets while elevating their long-term prestige.

Finally, brand and business development leadership translates substance into global resonance. With experience shaping world-class brands and founder-led narratives at scale, the team ensures that VDL's story is not manufactured, but earned, expressed consistently across experiences, partnerships, and markets.

Together, this executive team forms a complete operating organism: visionary yet disciplined, creative yet analytical, aspirational yet grounded. Vita di Lusso World Cuvée is positioned to succeed because it is built by leaders who have scaled real assets, protected capital, honored craft, and executed complex businesses—then unified those disciplines into a single, integrated luxury platform.

Vita di Lusso, meaning “Life of Luxury” in Italian, is a luxurious lifestyle that impacts people beyond economic values, defining generational legacies and transforming the world by celebrating life with love.