



## **Biography**

---

### **Daniel Casella, Commercial Manager, Casella Wines**

Daniel Casella is the newest family member to join Casella Wines. He is Joe Casella's son and, having grown up in the wine industry and studied as an accountant and information technology specialist, he brings the perfect balance of rich family wine heritage and savvy business drive to his role as Commercial Manager.

Daniel grew up in Griffith surrounded by passionate winemakers and grape growers. He helped with many vintages at the family winery in Yenda and witnessed first-hand the creation and rapid global growth of the [yellow tail] brand.

When he finished school in 2001, Daniel attended Charles Sturt University in Wagga Wagga where he studied a Bachelor of Business (Accounting) and Information Technology, graduating in 2005.

Daniel launched his working career in the USA. For two years, he lived in Los Angeles and worked with J.H. Cohn, a New York based firm. Here he gained valuable experience in corporate finance, auditing and taxation and he completed external examinations in order to become a Certified Public Accountant (CPA).

In 2008, Daniel returned to Australia to join Casella Wines and take up his current role as Commercial Manager. Daniel is based in Griffith and is involved in new product development, innovation and future planning for the business.

Daniel is proud to continue his grandparent's legacy of providing people from around the world with a product they can love, share and enjoy. He hopes to maintain the family nature of the business and further grow what is one of Australia's most successful drinks companies.