

WAYFARER



CLEO PAHLMeyer
Proprietor

Cleo Pahlmeyer founded Wayfarer in 2012 and manages all aspects of the business today.

Raised in Napa, her education took her east to the University of Virginia where she received a BA in Art History. She went on to earn a Master's Degree in Connoisseurship of Fine and Decorative Art at Sotheby's Institute of Art in London.

Returning to the family business in 2008 after working in the international art world, Cleo began working alongside her father, Jayson Pahlmeyer, who founded Pahlmeyer Winery in the 1980s. After working in many areas of the business, she was appointed President in 2017.

During this time, Cleo founded Wayfarer Winery. Jayson had planted Wayfarer Vineyard in 2002 but it wasn't until a decade later that the first estate wines were made under Cleo's leadership. In 2019, Cleo led the sale of Pahlmeyer Winery and now focuses entirely on Wayfarer.

Cleo lives in Napa with her husband, Jamie Watson, and their three children.