



Liam Gearity

Director of DTC Sales and Hospitality

Liam Gearity began his career in the wine industry 20 years ago as part of the opening team of Sean MacPherson's nightclub, The Park, in New York City. As his passion for fine wine and service grew, Liam moved to New York's famed Union Square restaurant, Striphouse, where he became a certified Sommelier, managing a world-class wine list and cocktail program.

After 10 years in the New York market, Liam relocated to Los Angeles, to oversee the growth of the wine and spirits program at Wolfgang's Steakhouse in Beverly Hills. It was at Wolfgang's incredibly sought-after restaurant that Liam discovered the wines of Frank Family Vineyards, and was introduced to Founders, Rich and Leslie Frank. They shared a mutual passion for incredible experiences and love of wine, and in 2015 the Franks offered Liam the opportunity to continue his career in beautiful Napa Valley, where he now resides with his family.

Liam now oversees Frank Family's guest experience program from leading the tasting room to hosting virtual tastings, wine club events, and more.

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VINEYARDS