

Cakebread Cellars



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Sara Rathbun

Vice President of Sales, Marketing and DTC

Sara Rathbun leads the winery's commercial strategy across direct-to-consumer, wholesale, and brand marketing channels. She brings more than 20 years of wine industry experience guiding omni-channel growth for family-owned and legacy brands.

Prior to joining Cakebread Cellars, Sara served as Senior Director of Marketing and Direct-to-Consumer at Roederer Collection US, overseeing marketing and consumer strategy for a portfolio that included Merry Edwards Winery, Roederer Estate, Domaine Anderson, Scharffenberger Cellars, and Bon Vivant Sparkling.

Sara's background spans multiple facets of the wine industry, including supplier-side leadership roles and entrepreneurial experience developing custom wines for restaurant partners. She holds an M.S. in Accountancy and brings a strong financial and analytical perspective to leadership, pairing data-driven decision-making with a passion for building collaborative and high-performing teams.

Outside of work, Sara enjoys hiking, running, traveling, and spending time with her two daughters. She is also actively involved in her community through coaching youth soccer, including TOPSoccer, an inclusive soccer program for children of all abilities.



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