Passion at Work

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https://www.deloitte.com/content/dam/insights/articles/2024/worker-passion-employee-behavior/dup-825-passion-at-work-100714.pdf

Excerpt for the Senses press archive: the passages about Christopher Strieter from the 34-page report, in the house archive style. The full original is in the archive folder.

Deloitte's 2014 report "Passion at Work: Cultivating worker passion as a cornerstone of talent development" (Deloitte Center for the Edge) profiles Senses co-founder Christopher Strieter as an example of the "Explorer" passion. The passages that mention him are below; the full 34-page report is at the link above.

A passion for the business of wine

"I don't work a day in my life," says Christopher Strieter, cofounder of Senses Wines, a small-batch producer of West Sonoma Coast Pinot Noir and Chardonnay, and sales manager at Uproot Wines, a VC-backed direct-sales wine company focused on the customer experience. Strieter describes himself as always looking for a challenge and enjoying difficult problems, a disposition that led him first to major in mathematical economics and physics at Harvey Mudd College—he wanted to travel into space and make an impact. For Strieter, the wine business requires simultaneously solving the science of growing, the art of making, and the business of selling: "I've tried to pick each of my jobs based on an area of the business I need to learn more about, and I learn by being immersed in it." Strieter doesn't take any jobs that he can't learn from. He says, "The wine industry tends to attract people who are just really into wine; consequently, most jobs don't have to pay very well. So my goal for each job was also to keep meeting more people I could learn the business from—everything in the wine industry is based on relationships."

Strieter's interest in wine was sparked by a serendipitous relationship that led to an internship and deep mentorship that stretched over several years and afforded him an opportunity to experience many aspects of the wine industry up close and firsthand. The knowledge, energy, and passion of his mentor were inspiring: "A light went off that creating a business can be so much fun." Upon graduating, Strieter decided not to follow the typical path of his classmates into tech

or finance jobs, so he went into a master's program to buy breathing room to consider what it was he was preparing himself for. At the end of that time, with a six months' grace period on his student loans, he took a "harvest internship" working in a wine cellar. He hasn't looked back.

Later in the report

"Christopher Strieter, the winemaker, already exhibited strong questing and connecting dispositions in college. His deep exposure to the wine industry was serendipitous."

"In Strieter's case, he took a variety of jobs within the wine industry to learn and be exposed to each aspect of the business; he left each job when he was no longer learning, irrespective of firm size."