



# REVINO

## Founder Bios

### KEENAN O'HERN

#### *Founder and CEO*

Keenan O'Hern is an intentional leader and passionate steward of his community, driven by a deep commitment to fostering sustainable change that leaves a lasting impact for generations to come. His journey began in 2008 when he attended one of Jane Goodall's Roots and Shoots events and was inspired by her words. As he explored activities including raft guiding, ultra running, fly fishing, surfing, and mountaineering, he embraced the principles of Leave No Trace and developed a profound respect for the environment and its delicate ecosystems.

Having earned his B.A. in Marketing from George Fox University, Keenan pursued an MBA in Strategic Management and acquired certifications in business analytics and change management. He also obtained a digital marketing micro degree from GreenFig. He is a dedicated husband residing in Newberg, eagerly anticipating the arrival of his firstborn son.

As an active community participant, Keenan recently joined the Urban Renewal Advisory Committee and started the Sustainability Innovators Network to build up new sustainable businesses. Growing up in Sisters, Oregon, with his family, Keenan was surrounded by the beauty of the Three Sisters mountains. Keenan observed the circular economy in action during his European travels, where glass bottles were refilled, minimizing waste and carbon emissions. Inspired by this, he founded Revino, a company dedicated to implementing the circular economy in Oregon and beyond, making a significant positive impact on the environment.

Before Revino, Keenan co-founded two digital marketing and media-focused companies and worked as a consultant for North Highland, contributing to projects benefiting the Oregon Department of Education and other state agencies.

Keenan is determined to address pressing environmental challenges and drive real change. With his unwavering dedication and proven track record, Keenan O'Hern stands as a confident and intentional leader, committed to steering his community towards a sustainable and prosperous future.





## **ADAM RACK**

### ***Founder and COO***

Adam Rack brings wine industry experience to the Revino team. His entire career has been centered around building sustainability-guided decision-making into the winery business model, and he brings the same moral compass and business acumen to the wider wine industry through Revino. He has a clear vision for refillables not just as a substitute to standard glass, but as a critical piece of a healthy, resilient, and waste conscious supply chain.

Raised in a small town in western Kansas, Adam developed a profound interest in sustainability and environmental responsibility from an early age inspired by time at the family farm. The vast flatlands of his upbringing and his occasional retreats to the mountains of Colorado fueled his passion for ecological stewardship. His journey led him to follow the work of The Land Institute in nearby Salina, Kansas, and the writings of Michael Pollan. His commitment to environmental causes flourished through his school years.

After earning his degree from Kansas State University, Adam and his partner chose to settle in Milwaukie, Oregon. It was there they discovered the captivating world of the wine industry, where the connection between the land and the hands of consumers resonated deeply with Adam.

In 2015, Adam found a fitting home at Coopers Hall Winery, where his innovative approach and willingness to challenge norms were embraced. Starting in a cellar position, he quickly advanced to assume a leadership role and continuously expanded the visibility and reputation of keg wines throughout Oregon. Since 2016, he drove the winery's evolution, overseeing market expansions, and spearheading the introduction of an exclusive lineup of bottled wines in refillable packaging.

During the challenging early days of the pandemic, Adam, as the sole winery employee, demonstrated resourcefulness and determination. He significantly expanded the range of refillable offerings from just 3 to over 20 SKUs, navigating the sourcing of packaging, labels, and ensuring compliance. This achievement led to the launch of the country's first refillable-only wine club.

