PARABLE

Matt Eppright
Chief Financial Officer

In his brief tenure in the wine industry, Matt discovered the joy within, remarking, “The wine business is the happiest.” His journey began three years ago when his family ventured into winemaking in Napa Valley, where discontent is scarce. Admitting his initial aversion to wine, Matt’s perspective shifted upon assuming the role of CFO at Parable. Previously intent on computer science, he pursued finance instead, later earning an MBA.

Balancing responsibilities across his family’s real estate ventures and Parable, Matt wears multiple hats, overseeing finance, accounting, and contracting. Outside work, he indulges in wake surfing on Lake Austin and culinary pursuits. Contrary to Austin, Napa’s crawfishing season aligns intriguingly with its renowned wine culture.