



## GONZALO VON WUTHENAU

*General Manager, Bodega Argento*

A native Argentinean with more than twenty years in the beverage industry, Gonzalo von Wuthenau has both a global perspective from his experiences in export and a deep understanding of the domestic market. As General Manager of Bodega Argento, he is responsible for the entire winery including vineyard management, production, wine-making, sales, marketing, and hospitality.

His credentials cover significant multi-national industry players including Coca-Cola, Seagrams, and Pernod Ricard. Von Wuthenau was responsible for several wine brand launches including Graffigna to the US in his role as Export Director. He is known for working directly with his export counterparts to build their regional business and has done so in the 35 countries under his management.

Holding an MBA from the Instituto de Altos Estudios Empresariales in Buenos Aires, von Wuthenau is fluent in Spanish and English. When he is not at the winery, he enjoys playing futbol (soccer) and tennis. His wine knowledge has been influenced by his locale having spent the last two decades in the Mendoza and San Juan provinces where 90% of Argentine wine production occurs. Von Wuthenau and his family currently reside in Buenos Aires.



*“I am pleased to be representing this family-owned winery with a deep history. It’s an exciting time to be at Bodega Argento.*

*We are investing more heavily in our vineyards and sustainability programs to ensure that our quality fruit is consistent and that the soil remains healthy for future generations. The viewpoint of our owner, Alejandro P. Bulgheroni, is to share our team’s passion and dedication to Argentina with people everywhere. I’m excited to build on my experiences and lead the team into this next chapter of development.”*

*GvW.-*



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