



John Wetzel

Western States and Export Sales Manager
Family Partner

John Wetzel is the youngest of AVV visionaries' Harry and Maggie Wetzel's four children. In 1962 his parents purchased the original homestead of Cyrus Alexander, who settled Alexander Valley in the mid-1800's, which today is Alexander Valley Vineyards.

John spent the summers of his early years working in the vineyards and bottling some of the first vintages of family wines. His father, a Mechanical Engineer and executive in the aerospace industry, wanted one of his children to pursue a like career path. John took on that challenge graduating in 1979 from the



University of Southern California with a BS in Mechanical Engineering. He continued his education with an MBA from Pepperdine University in 1981.

John's 25 year career in Mechanical Engineering and management include achievements with TRW, Litton, Zeta and L-3 Communications.

Although John's primary focus was engineering, he has always remained close to the family wine business as an owner and partner in both the vineyard and winery operations. In July 2006 he took a more active role and became the Tasting Room Manager. Today he is the Sales Manager for Northern California, Utah, Idaho, Wyoming, Montana and coordinates all Export Sales activities.

John & his wife Lauren live in the hills of Sonoma County about 20 miles from the winery.

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Healdsburg ~ Sonoma County ~ California

