



Armen Khachaturian
Clos Du Val Director of Sales

As Director of Sales, Armen Khachaturian brings nearly two decades of experience to his role guiding Clos Du Val's sales program in all fifty states and around the world. Recognized for his extensive knowledge of the wine industry, and history in building enduring relationships, Armen partners with more than 50 distributors to represent Clos Du Val. A natural storyteller with a passion for the way in which great wine enriches everyday life, Armen loves to share the story of Clos Du Val and its modern renaissance to create a deep connection to the winery and its estate-grown wines.

Armen fell in love with wine in his early 20s. While earning his degree in Wine Business Strategies from Sonoma State University, Armen gained invaluable hands-on experience working internships at Fritz Winery and Landmark Vineyards. After graduating, he joined the team at Henry Wine Group as a corporate retail specialist. In 2004, Armen joined Sonoma County's acclaimed Hanzell Vineyards as National Sales Director, where he built and managed a network of 48 distributor partners. In 2010, Armen was named the National Sales Director for Napa Valley's Ehlers Estate, where he expanded the sales program while also repositioning the winery to focus on top on-and off-premise luxury accounts.

Since joining Clos Du Val in 2016, Armen has worked closely with the Goelet Family and President Jon Mark Chappellet to guide the strategic vision for winery, while establishing a model sales program. "Clos Du Val is one of the New World's great wineries," says Armen. "It is also a winery that is making the greatest wines in its long and storied history. Introducing these wines to a new generation in a personal and authentic way is both a privilege and a pleasure."

In addition to his industry roles, Armen is a published author who has written chapters on distribution and professional wine sales for *Wine – A Global Business* by Dr. Liz Thach MW & Tim Matz. He has lectured on luxury brand building at UC Davis, and on distributor management at Sonoma State University, where he was a recipient of the Outstanding Alumni Award. Armen is also a founding member of Sideshow, a group of wine industry experts and principals who host trade events throughout the country.