

J. BOUCHON



BEN GORDON

Commercial Director North America & Caribbean

Ben Gordon brings an international perspective and deep industry experience to J. Bouchon's historic Maule Valley brand. Born in Bristol, England, Ben studied French and Spanish at the University of Leeds, a path that naturally led him toward a globally focused career in wine. He began in London, working in the trade through leading wine publications tied to The International Wine Challenge, before earning his WSET Level 3 with distinction.

Ben has spent over fifteen years working across both family owned and established wineries in Chile, collaborating with key markets around the world. His background spans export leadership, commercial strategy, and brand development, giving him a comprehensive understanding of how to position distinctive, terroir driven wines internationally. Today, he is dedicated to sharing J. Bouchon's unique heritage, old vine vineyards, and innovative spirit with global audiences.

Outside of work, Ben lives in Chile with his wife Natalia and their three children. An avid runner and sports enthusiast, he is a firm believer that passion, personality, and authenticity still matter deeply in wine and in life.



*Learn More About
J. Bouchon*

@bouchonfamilywines