

Mitch Boyd
Vice President of Global Sales

As vice president of global sales, Mitch Boyd leads Chappellet's acclaimed in-house trade team, guides the strategic direction of the winery's sales program, and manages Chappellet's pioneering relationship with La Place de Bordeaux, where Chappellet's most coveted Pritchard Hill wines are sold to importers around the globe. A gifted executive, with almost a quarter-century of experience in luxury wine sales, Mitch works closely with President David Francke and the Chappellet family to guide the long-term vision and sales strategy for Chappellet throughout the US and around the globe.

Mitch began his career as the international sales manager for Heck Estates, where he expanded a portfolio that included Kenwood Vineyards into new markets in Europe, Canada, Asia, the Middle East and South America. In the years since, Mitch has served as the director of sales and marketing for Calistoga Cellars, the vice president of sales for Vinum Global, the director of sales for White Cottage Ranch, and vice president of sales for Rock Wall Wine Company.

Mitch joined Chappellet in 2015, as the winery's Central U.S. sales manager, was promoted to national sales manager in 2017, and director of sales in 2020. During his tenure, Mitch has played a pivotal role in bringing Chappellet to new states and numerous new markets, while developing key retailer and distributor relationships throughout the U.S. and internationally. Mitch also built the Chappellet's trade team from the ground up, establishing it as a model for a small, globally renowned family wine estate. In 2022, Mitch played a key role in establishing Chappellet's relationship with La Place de Bordeaux. Made up of more than 300 négociants selling wine in more than 170 countries around the globe, La Place de Bordeaux is recognized as the world's most successful marketplace and distribution network for fine wine. "It is an incredible honor for us to be represented as part of La Place," says Mitch. "We are proud to be one of just a handful of American wineries to join this historic wine institution."

Mitch lives in Raleigh, North Carolina, with his wife, who he met while working at Kenwood, his three sons, and two dogs.