



Knights Bridge



JOHN BAILEY, BRAND AND MARKETING MANAGER

Growing up in Cambridge, Massachusetts as the youngest of four boys, John Bailey's fondest memories are of lively conversations around the dinner table. His dad and uncles instilled in him a passion for exploring the great wine growing regions of the world, and for bringing friends together over a bottle of wine alongside wonderful food.

John studied Political Science and History at Harvard University, graduating in 2015. As a member of the Crimson Swim Team, he was named an All-American distance swimmer. Although school and sports kept him busy, John enrolled in a wine seminar at Harvard, further sparking his desire to learn more.

After graduation John worked with Doctors Without Borders in Lesbos, Greece teaching English to refugee children and while there he also created a sports program at the refugee camp. Upon returning from Greece, he spent four years in investment consulting and real estate in New York City.

Trips west to California to visit the Knights Bridge vineyard starting as a teenager piqued an interest in the family business and led him to join the winery in early 2021 in a sales and marketing role. Eager to learn from the ground up, John shares in his father Jim Bailey's energy and determination while working as the Knights Bridge Brand and Marketing Manager and shadowing his father and uncles to glean wisdom and experience.

For harvests 2022, 2023 and 2024 John spent time at the winery as an intern, working alongside winemaker Derek Baljeu and cellar master Rafael Gonzalez. Despite the early mornings, long days, and hard work, learning the winemaking process from vine to barrel served to fuel his curiosity and interest in winemaking.

Joining with his family, John is committed to continuing the vision of stewarding exceptional quality in the vineyard and investing in the future of the estate. In his spare time, he enjoys sharing wine with friends, surfing, cycling, running, swimming, and motorcycling on the open road.