

British Columbia Wine Institute

Miles Prodan, President

Currently President & CEO of the BC Wine Institute, Miles Prodan has more than 30 years of marketing experience specializing in destination marketing. His extensive background and knowledge of the British Columbia agri-tourism industry combined with his in-depth marketing and management experience with member-based trade organizations makes him the ideal candidate to lead the BCWI.

Before joining the BCWI in 2010, Miles was a senior manager of a provincial regional destination organization, as well as a senior partner in one Western Canada's largest independent advertising agencies specializing in travel and tourism marketing.



Since 1990, and during Miles' tenure, the BCWI has played a pivotal role in taking BC's wine industry from a vision to an internationally recognized niche region producing premium wines and providing quality wine tourism experiences.