

Angela Lyons, Quails' Gate Estate Winery

A forward-thinking leader, Angela blends industry expertise, strategic acumen, and a consumer-centric approach to drive business success and foster strong brand connections within the beverage alcohol market. Her career in wine spans 25 years, starting with regional wine marketing associations in the U.S. Pacific Northwest and highlighted by 14 years in various marketing leadership roles for Treasury Wine Estates, demonstrating adaptability while gaining valuable experience.



After developing and leading a luxury business unit for Mark Anthony's international portfolio of wines in 2018, she was introduced to the Okanagan Valley where she relocated in 2019 joining BACAS Family Wines (Quails' Gate) as VP Sales & Marketing. In her current role, her focus is on long-term strategic planning alongside innovation to optimize supply and drive profitable sales growth.

Now settled in Kelowna with a deeper understanding of domestic industry issues, her interest to serve as a director for Wine Growers BC stems from a strong belief in the quality of BC wines for Canadian and international wine enthusiasts combined with an interest in fostering a diverse and vibrant wine community.