



WINES OF  
BRITISH COLUMBIA

## **Lauren Skinner Buksevics, Painted Rock Estate Winery Ltd.**



Over the past 15 years Lauren has dedicated her career to the wine industry. Leveraging experience and specialized post-graduate education, she has driven growth and innovation at Painted Rock Estate Winery alongside her family and a dedicated team. Her leadership has been underscored by her ability to strategically guide the business and brand while contributing to significant milestones in its growth.

Her academic foundation was built upon an undergraduate degree from University of Victoria,

finishing WSET Level 3 with Honours and an MBA in Luxury Brand Management, Food and Wine from INSEEC Bordeaux completed in France in 2011. The latter honing her leadership skills and providing invaluable insights into some of the world's most successful brands.

Since joining Painted Rock, Lauren has played a pivotal role in shaping the brand's success. Initially serving as the winery's sole sales representative, since 2017 she has been the Director of Sales and Marketing. In this role she primarily leads the sales and hospitality teams, continuing to do all marketing and advertising work in-house, while also acting as an integral contributor in setting Painted Rock's long-term strategy and vision. Under her leadership, the winery has achieved a substantial increase in direct-to-consumer sales with significant positive impact to the bottom-line and capitalized on both local and international media opportunities, further solidifying the winery's status as one of Canada's premier family-owned and operated wine brands.

Lauren's commitment to the wine industry extends beyond Painted Rock. Passionate about the future of British Columbia wine and committed to fostering a vibrant, inclusive industry, she is ready to contribute to WGBC further. Her active involvement with the Wine Growers British Columbia (WGBC) through committee work and understanding of best-in-class marketing practices, make her an ideal candidate for the WGBC Board of Directors. Her experience spans operations, marketing, and brand management, but it is her passion for British Columbia wine, and the people working behind it, that make her the right fit to represent the Small Winery category.

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