



Meet **our** Directors



BJ Tumanut, JoieFarm Winery

BJ Tumanut has is the General Manager of JoieFarm Winery, where she has spent over nine years leading sales, marketing, finance, and overall business stewardship across a growing portfolio of estate properties throughout the Okanagan — managing sales relationships from coast to coast as the winery continues to expand its national presence. She is deeply passionate about sustainability in its broadest sense: from vineyard and winery practices to hospitality, tourism, and building talented teams set up for long-term success.

A strong advocate for BC wine, BJ is an active participant in the Naramata Bench wine community, serving on regional wine industry and tourism boards, and is a founding member of two regional marketing cooperatives focused on tourism and exceptional customer experience. Having built her career at the intersection of winery operations, national sales, finance, and marketing, BJ is motivated to help shape an industry where strong leadership and collaboration allow BC wineries to succeed together as a world-class wine region. She is eager to bring her perspective and fresh eyes to the board table at a pivotal moment for BC wine — particularly as the industry navigates interprovincial trade expansion, stronger market access, and the continued growth of wine tourism.