WINES OF BRITISH COLUMBIA

Meet our Directors



Angela Lyons, Quails' Gate Winery

With more than 25 years of experience, Angela Lyons combines industry expertise, strategic acumen, and a consumer-centric approach to drive business success in the Canadian and U.S. wine industries. As Chief Commercial Officer for BACAS Family Wines, she oversees a portfolio that includes Quails' Gate Winery, Plume, and AILM Estate, leading strategy for wine, culinary, and tourism initiatives.

Her career began in Toronto with regional wine marketing associations before moving into marketing leadership at Treasury Wine Estates (formerly Foster's) and later developing a luxury wine strategy for Mark Anthony Wine & Spirits. Since relocating to the Okanagan Valley in 2019, Angela has guided the premiumization and expansion of one of Canada's leading family-owned wineries, working across North American markets and driving innovation in brand development, portfolio management, and market growth. Elected to the Wine Growers BC Board in 2024, she is committed to championing BC wine and building a vibrant, sustainable industry.