WINES OF BRITISH COLUMBIA

Meet our Directors



Joey Cotroneo, Iconic Wineries of BC

Joey Cotroneo is VP of Finance at Iconic Wineries of British Columbia. With over 20 years of diverse management experience, including key leadership roles across the consumer-packaged goods industry, Joey brings extensive expertise in strategic development, fiscal oversight, and large-scale organizational transformation. He has a proven track record of navigating complex industry challenges while maintaining a steady focus on enhancing team capabilities and delivering sustainable value for stakeholders.

Joey's professional philosophy is deeply rooted in his commitment to community; he has been a passionate youth sports coach for over 20 years. He believes that the principles of mentorship, healthy competition, and giving back are universal, whether around the executive table or at the rink. He applies this mission-driven mindset to his Board service, leveraging his industry expertise to foster a culture of continuous improvement, with a focus on the long-term community & industry impacts. Joey is committed to the long-term sustainability of BC's wine industry and supporting its growth both domestically and internationally with an ambition of placing BC amongst the leading wine regions in the world.