



EUGENIA KEEGAN, SENIOR VICE PRESIDENT OREGON WINEMAKING AND BUSINESS DEVELOPMENT

Eugenia Keegan's near 50-year tenure in the wine business is a continuing story of decades of dedication to winegrowing, executive, and community leadership positions in three important regions: Napa Valley, Sonoma County, and Willamette Valley. As senior vice president of winemaking and business development for Jackson Family Wines' Oregon properties, she oversees the winemaking programs for Gran Moraine, Penner-Ash Wine Cellars, WillaKenzie Estate, and Zena Crown Vineyard, as well as Willamette Valley winemaking for Sonoma-based Siduri and La Crema. In conjunction with overseeing the winemaking, Eugenia is closely involved in business development support with trade and sales as well as community and government affairs.

Born fifth generation to a family with deep roots in the Russian River Valley, Eugenia began her career with Joseph Swan Vineyards as a cellar and vineyard worker in 1976. She then headed to France, where she worked harvests in Burgundy, first at Pousse d'Or in Volnay and later at Etienne Sauzet in Puligny-Montrachet. Upon returning to California in 1982, she held a series of executive positions over the next 20 years at Hop Kiln Winery in the Russian River Valley, Bouchaine Vineyards in Carneros, and Vine Cliff Winery in Oakville. During this time, she also established her own label, Keegan Cellars, specializing in single-vineyard Chardonnay and Pinot Noir from the Russian River Valley.

Eugenia's travels took her in 2003 to Oregon, where she ventured into the world of wine distribution with the founding of Tsarina Wines, a small fine wine distributor based in Portland. In 2006, Tsarina merged with the Henry Wine Group of Oregon, and she continued as co-owner and president until 2009. While Eugenia was on sabbatical in 2010, France called again, this time Châteauneuf-du-Pape and Roussillon, where she worked three consecutive harvests and in 2012 purchased two small vineyards in Roussillon.

Upon returning to Oregon, Eugenia served as general manager of The Four Graces for two years before joining Jackson Family Wines, first as a consultant. She was named Gran Moraine winemaker in 2014, and then pivoted to a new role in 2016 as general manager, overseeing the winemaking programs for all JFW Oregon wineries. She also plays an essential role in the Willamette Valley and larger Oregon wine community and has served as chair of the board of directors of the Oregon Wine Board, president of the Oregon Winegrowers Association, president of the Willamette Valley Wineries Association Board, and co-chair of Willamette: The Pinot Noir Auction. She has also held positions on the Chemeketa Community College Wine Studies advisory committee and the LIVE board of directors. In 2021, she was the first woman named Wine Executive of the Year in the Wine Enthusiast Wine Star Awards, among the most prestigious global wine industry awards.

Eugenia lives in Willamette Valley with her longtime partner, David Adelsheim.