



EUGENIA KEEGAN

SENIOR VICE PRESIDENT, WINEGROWING AND BUSINESS DEVELOPMENT



Eugenia Keegan's 50+ year career in the wine industry reflects a lifetime of dedication to winegrowing, executive leadership, and community engagement across Napa Valley, Sonoma County, and Oregon's Willamette Valley. As Senior Vice President of Winegrowing and Business Development for Jackson Family Wines, she advises vineyard and winery teams globally, while also supporting trade, sales, and government affairs.

A fifth-generation descendant of a Russian River Valley farming family, Eugenia began her career in 1976 at Joseph Swan Vineyards. She later worked harvests in Burgundy, France, before returning to California in 1982. Over two decades, she held executive roles at Hop Kiln Winery, Bouchaine Vineyards, and Vine Cliff Winery, and launched her own label, Keegan Cellars, focused on single-vineyard Chardonnay and Pinot Noir.

In 2003, Eugenia moved to Oregon and founded Tsarina Wines, a boutique distributor that later merged with the Henry Wine Group. After a sabbatical in France, where she worked harvests and purchased vineyards in Roussillon, she returned to Oregon in 2013 and joined Jackson Family Wines. She became winemaker at Gran Moraine in 2014 and general manager of JFW Oregon wineries in 2016.

Eugenia has served in leadership roles with the Oregon Wine Board, Oregon Winegrowers Association, and Willamette Valley Wineries Association. She was named Wine Enthusiast's 2021 Wine Executive of the Year and 2024 Oregon Wine Press Person of the Year. She lives in Willamette Valley with her longtime partner, David Adelsheim.