



JANIE BROOKS HEUCK

Managing Director
@BrooksWinery



"I'm excited to continue the evolution of Brooks—especially from a sustainability perspective—for the benefit of all stakeholders and, most importantly, the planet. It's an ongoing process to find the right balance between production, sales channels, and taking care of people."

Janie Brooks Heuck is the Managing Director of Brooks Wine, where she leads with a deep commitment to sustainability, innovation, and purpose-driven business. Born and raised in Oregon, Janie earned a degree in accounting from Arizona State University and built a successful career in healthcare management before returning to her roots in the Willamette Valley to steward the legacy of Brooks Wine. She is also a certified sommelier, having completed the Court of Master Sommeliers (level 1) and WSET (level 2).

Under her leadership, Brooks has become a trailblazer in sustainable wine production. Janie championed initiatives that positioned Brooks as the first winery in the world to hold both Demeter Biodynamic® certification and B Corporation status, while also committing 1% for the Planet. She has also strengthened Brooks' reputation for hospitality and quality, crafting a standout guest experience and producing exceptional wines that earned a spot on the "Top 100 Vineyards in the World." Janie was honored with the Oregon Wine Industry Leadership Award in February 2025. Her vision keeps Brooks at the forefront of regenerative agriculture, environmental responsibility, and world-class wine.



Little-known fact about me:

Before Brooks, I was the founding COO of SilverSneakers—a program that made fitness a healthcare benefit for seniors. I helped grow it from concept to national success, starting with Kaiser as our first client. It was an incredibly rewarding role, knowing we created something that has improved the health and well-being of millions of seniors.



Favorite hobby:

I love exercising, cooking, and capturing landscapes and travel moments with my Nikon. Most of all, I love spending time with my husband and our two adult kids.



What you love most about your job:

The people—our team, our customers, and our peers—bring such joy, passion, and a deep sense of shared purpose. The work is deeply meaningful and genuinely fun.



Favorite food and wine pairing on the Brooks menu:

2022 Rastaban with braised pork belly - no explanation needed.