

# Brown-Forman announces a change in organization structure

By **Jas Ryat** on June, 11 2020 | Spirits & Tobacco



Moving forward, Marshall Farrer will take on the role of President of Brown-Forman Europe and Thomas Hinrichs will become President of Brown-Forman Emerging International

Brown-Forman (NYSE: BFA) (NYSE: BFB) announced today a change in organizational structure within its international business: the introduction of Brown-Forman Europe and Brown-Forman Emerging International, with the overall goal to unlock growth potential for markets, brands and individuals.

Marshall Farrer was named President of Brown-Forman Europe and Thomas Hinrichs was named President of Brown-Forman Emerging International. Farrer will join the Executive Leadership Team (ELT) and Hinrichs will continue to serve on the ELT.

These changes will be effective August 1, 2020.

“As we seek to deliver balanced geographic growth with competitive routes to consumers, we must have an agile and simplified organizational structure. Marshall and Thomas are innovative and resourceful leaders who reflect the values of Brown-Forman,” comments Lawson Whiting, President & CEO, Brown-Forman Corporation.

As a proven leader of regions and brands, most recently leading Developed APAC and GTR, Farrer brings over 20 years of invaluable experience to this role. As a member of the Board of Directors and a Brown family shareholder, he brings a unique perspective to both Europe and the ELT.

With deep knowledge of what it takes to drive growth in emerging markets, Hinrichs is highly respected for his global mindset, strategic focus and commitment to culture and engagement. He also brings over 20 years of experience to this role.

For 150 years, Brown-Forman Corporation has enriched the experience of life by responsibly building fine quality beverage alcohol brands including Jack Daniel’s Tennessee Whiskey, Jack Daniel’s & Cola, Jack Daniel’s Tennessee Honey, Jack Daniel’s Tennessee Fire, Gentleman Jack, Jack Daniel’s Single Barrel, Finlandia, Korbel, el Jimador, Woodford Reserve, Old Forester, Canadian Mist, Herradura, New Mix, Sonoma-Cutrer, Early Times, Chambord, BenRiach, GlenDronach, Slane, and Fords Gin.

Brown-Forman’s brands are supported by over 4,800 employees and sold in more than 170 countries

worldwide.