

Brown-Forman announces strong sales, leadership changes



Crystal Peterson is one of Brown-Forman's newest Executive Leadership appointments, as Senior Vice President and Chief Inclusion and Global Community Relations Officer

Immediately following an exceptional sales report that stated +14% net sales growth and +24% operating income growth for Q3 (ninth month ending Jan 31, 2022) plus net sales growth of +11% YTD in 2022, Brown-Forman Corporation announced some changes to its executive leadership team.

Tim Nall is now Senior Vice President and Chief Global Supply Chain and Technology Officer, responsible for global production operations, global supply chain, research and development, quality assurance, external manufacturing, and all facets of information technology infrastructure to include advanced analytics, applications, and cybersecurity.

Crystal Peterson will be named Senior Vice President (following Board approval) and Chief Inclusion and Global Community Relations Officer effective June 15, responsible for stewarding the company's progress and performance against its diversity and inclusion ambitions and realizing the full value that diversity creates for Brown-Forman's employees, partners, and communities.



Jeremy Shepherd will be named Senior Vice President and become President, USA & Canada

Jeremy Shepherd will be named Senior Vice President (following Board approval) and become President, USA & Canada effective July 15. Shepherd will lead the commercial organization in its largest and most valuable market and deliver upon the company's strategic ambitions, including continuing to grow the company's premium tequila and whiskey brands, and to significantly accelerate the growth of premium-plus brands.

Alex Alvarez has assumed responsibility for a newly created position of Senior Vice President and Chief Sustainability Officer and Director of ESG (Environmental, Social, and Governance). In this new senior leadership role reporting to the CEO, Alvarez is responsible for developing and implementing an integrated ESG strategy that ensures Brown-Forman's growth ambitions are environmentally and socially sustainable. In addition, he assumes responsibility for stewarding the company's global alcohol responsibility efforts.

Brown-Forman also announced two executive retirements, Ralph de Chabert, Senior Vice President and Chief Corporate Citizenship Officer, effective July 1, and John Hayes, Senior Vice President and President, USA and Canada, effective August 17.