

Rodiek named new Head of Brown-Forman Global Travel Retail



David Rodiek is named Vice President, Managing Director, GTR, Brown-Forman, effective June; Aude Bourdier becomes Vice President, Managing Director, Brown-Forman France/BeLux

Brown-Forman Corporation has announced the appointment of David Rodiek as Vice President, Managing Director, Global Travel Retail (GTR), effective June 1, 2022.

Rodiek replaces Aude Bourdier who has been named Vice President, Managing Director, Brown-Forman France/BeLux.

Thomas Hinrichs, Senior Vice President, President, Emerging International, Brown-Forman, said: “I would like to thank Aude who successfully led the Brown-Forman GTR division through the low points of the pandemic and the more uplifting recovery that is happening now. I feel optimistic about the opportunity ahead and the path that she and her team laid out. Aude now moves on to an exciting new opportunity leading France and BeLux, key markets for Brown-Forman.”

He continued: “The leadership change from Aude to David is done in the spirit of continuity with our strategy and plans for GTR, and it reinforces the commitment that we are making to the GTR channel and our customers for the long term. We are confident that we have the key strategies and initiatives in place to fully fuel that growth with David Rodiek at the helm.”

Rodiek joined Brown-Forman in 2005 and most recently served as Vice President, Managing Director, Developing Europe, where he led strategies to grow in the company’s 30 European distributor markets. Rodiek gained leadership experience in commercial and marketing roles, including General Manager Southern/Eastern Europe; General Manager South Africa; Area Director Nordic/Baltics &

Nordic Travel Retail; and Brand Director Finlandia Vodka CEE, Russia, CIS & MEA.

Prior to joining Brown-Forman, Rodiek worked in the spirits and consumer packaged goods industry at Unilever, Wella, Mars and Bacardi.

He studied in Germany and the UK, completing his education with a master's degree in business administration from INSEEC International Business School Bordeaux, France.