



Brian Feiro

**PRESIDENT OF U.S. SALES
MOLSON COORS**

Business Experience:

Prior to his current role, Mr. Feiro served as chief customer officer for Molson Coors, driving execution of the company's U.S. chain strategy with Molson Coors' customer teams. In his 20- plus years with the company, he has held a wide range of roles across the sales organization, including regional vice president for the Central region and national accounts vice president –



Walmart. Mr. Feiro got his start in the beer business working for a distributor in Minnesota.

Education:

Mr. Feiro earned a bachelor of business administration (BBA) degree in organizational management from the University of Minnesota, Duluth.