



Jeff Long

**CHIEF STRATEGY AND CAPABILITIES OFFICER
MOLSON COORS**

Business Experience:

Prior to his current role, Mr. Long served as chief commercial enablement officer with a focus on insights, analytics, category management, media and digital, and revenue management for the company's Americas business unit. Before that, Mr. Long served as chief customer officer for Molson Coors, driving execution of the company's U.S. chain strategy with Molson Coors' customer teams. Before that, he was chief commercial solutions officer for MillerCoors and held various roles across insights, analytics, channel solutions and field marketing.



Education:

Mr. Long earned a bachelor of science degree in sociology from Montana State University and a masters in sociology from Northern Illinois University.