

Will Meijer

**PRESIDENT, CANADA SALES
MOLSON COORS BEVERAGE COMPANY**

Business Experience:

Prior to joining Molson Coors in his current role, Mr. Meijer served as Executive Vice President of Sales at Arterra Wines Canada, where he led the wholesale, retail, international export and revenue management organizations and advanced customer-led growth strategies across a leading portfolio of domestic and international wine brands. Earlier in his career, Mr. Meijer held progressively senior leadership roles at Molson Coors, including President of Six Pints Specialty Beer Company and multiple vice president roles across sales, strategy, brand activation and business transformation, with full P&L responsibility and leadership of large cross-functional teams.



Education:

Mr. Meijer holds an Honours Business Administration degree from the Ivey Business School at Western University and an MBA from the Schulich School of Business at York University. He has completed executive education at Harvard Business School and holds Wine & Spirit Education Trust (WSET) Level 3 and Level 2 Awards, both with Distinction.