

# JASON GABARRA

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## PROFESSIONAL SUMMARY

Beverage industry executive with 25+ years of progressive experience — 19 years at Brown-Forman and 7 years at The Coca-Cola Company — including full P&L leadership over businesses exceeding \$400M in net sales. Proven track record spanning U.S. general management, international market leadership (Brazil, Uruguay, Paraguay, Central America, Caribbean), and large-scale distributor network strategy — including leading a national route-to-market RFP that transitioned nearly half of Brown-Forman's U.S. business. Career-long strength in commercial execution and distributor/customer channel management, dating back to national and regional account leadership at Coca-Cola. Skilled at building and leading multifunctional teams, driving margin improvement in underperforming markets, and managing partner-level relationships with distributor and customer executives. Seeking senior general management, commercial, or regional leadership roles in beverage alcohol or adjacent CPG industries.

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## CORE COMPETENCIES

P&L Management • Distributor & Partner Relations • Route-to-Market Strategy • International / Multi-Market Operations • Team Leadership & Development • Revenue Growth Management • Business Performance Management • Commercial Strategy & Execution • Building Culture

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## PROFESSIONAL EXPERIENCE

**Brown-Forman** | Atlanta, GA

### VP, Managing Director – East Region & Canada

Sept 2022 – July 2026

Full P&L responsibility for Brown-Forman's most profitable U.S. business — 16 states plus Canada, \$400M+ in annual net sales, \$300M gross profit — leading a team of 70 across 32 distributor partners.

- Led a multifunctional leadership team of 4 General Managers plus Marketing, Finance, Operations, Emerging Brands, and HR Business Partner functions.
- Maintained partner-level relationships with distributor CEOs, Presidents, and COOs, including Southern Glazer's, Fedway Associates, Allied Beverage Group, Athens Distributing, Lipman Brothers, and United Distributors.
- Played a key role on Brown-Forman's U.S. & Canada leadership team in the 2025 national route-to-market RFP, which transitioned distributor partners in 23 markets (~50% of U.S. business); directly oversaw implementation across NY, MA, LA, RI, ME, NH, and VT.
- Led route-to-market optimization for Canada, transitioning to a dedicated broker partner (Breakthru Beverage Canada) and improving sales and marketing execution.
- Implemented standardized business performance management processes across the region, improving forecasting accuracy and risk mitigation vs. plan.

**Brown-Forman** | São Paulo, Brazil

### General Director – Paraguay, Uruguay, Brazil, Central America & Caribbean

Feb 2021 – Aug 2022

### General Director – Paraguay, Uruguay & Brazil

May 2015 – Feb 2021

Led Brown-Forman's owned distribution operation in Brazil plus partner markets (Uruguay, Paraguay, Suriname, Guyana, French Guiana); from 2021, expanded scope to Central America and the Caribbean, leading a multifunctional team of ~100 across Sales, Marketing, Finance, Operations, Corporate Affairs, and HR.

- Built Brazil's 2020 strategy, the guiding prioritization framework that drove substantial long-term portfolio growth and secured incremental investment in the region.
- Grew the business from 275K to over 1MM cases, taking the region from below breakeven to \$20MM+ in Operating Income over 7 years — recognized by senior leadership as a top-performing region globally.

- Improved operating margins in a historically low-profit market through revenue growth management, transfer pricing optimization, and disciplined value/volume balance.
- Optimized Brazil's owned distribution operation — importation, transportation, and warehousing — improving service levels while lowering costs and tax exposure.
- Secured Great Place to Work certification in all 5 years the region applied.

**Brown-Forman** | Baltimore, MD | Irvine, CA | Newport Beach, CA | Los Angeles, CA

#### **Territory Manager, Mid-Atlantic**

*Oct 2012 – May 2015*

- P&L responsibility for Brown-Forman's Mid-Atlantic business (PA, DE, MD, DC, VA; \$81.4M+ annual gross profit), managing distributor execution across Charmer Sunbelt's network.

#### **State Manager – Southern California**

*May 2011 – Oct 2012*

- Drove distributor performance across On- and Off-Premise channels for Southern California (\$25M+ annual gross profit).

#### **On Premise State Manager – Southern California**

*July 2009 – May 2011*

- Managed Southern California On-Premise business (\$18.8M annual gross profit), leading the Market Manager sales team and partner marketing agency execution.

#### **Market Brand Manager – Tequila**

*July 2007 – July 2009*

- Led growth and development of Brown-Forman's California tequila portfolio (\$1.5M annual gross profit) across key accounts, brand initiatives, and distributor education.

**Coca-Cola Enterprises** | Eastern United States

#### **National Account Executive – On Premise**

*Aug 2006 – Jul 2007*

- Managed a portfolio of national on-premise accounts across the Eastern United States (\$1.7MM annual Operating Income) and led development of an innovative package-neutral approach to foodservice customers.
- Built customer-specific national beverage programs, gaining cross-functional alignment from Finance, Operations, and Marketing across a distributor network of 72 bottlers.

**The Coca-Cola Company** | Southern California & Southeast / Gulf Coast, US

#### **Sales Executive – On Premise**

*Aug 2004 – Aug 2006*

- Managed all regional chain customers in the Southeast with corporate headquarters in the Gulf Coast market (\$3MM annual Operating Income); created and executed initiatives with the existing customer base to drive area volume.
- Identified and closed competitive conversion opportunities, and built effective relationships across customers, regional distributors, service agents, external vendors, and internal Finance, Operations, and Marketing partners.

#### **Sales Associate – On Premise**

*Oct 2000 – Aug 2004*

- Managed territory of 2,000+ accounts in a highly competitive, high-growth market; grew the existing account base while capturing new business and competitive opportunities.

### **EDUCATION**

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**University of California, Irvine** — B.A., History, Minor in Economics

**La Universidad de Chile, Santiago** — Intensive Spanish Language Program

### **ADDITIONAL SKILLS & TRAINING**

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Sales Leadership Readiness Program • Targeted Selection Certified • Consultative Selling Certified • Wine Academy & Spirits Academy Certified • Languages: Spanish, Portuguese