

Brown-Forman announces European leadership changes



(Left to Right) Marshall Farrer, Chief Strategic Growth Officer, and Yiannis Pafilis, Executive Vice President and President, Europe, Brown-Forman Corporation

[Brown-Forman Corporation](#) has announced a change in its European leadership and Executive Leadership Team (ELT). In a January 30 press release, the company said Yiannis Pafilis will become Executive Vice President and President, Europe, and join the ELT. Marshall Farrer, the current Executive Vice President, Chief Strategic Growth Officer and President, Europe, will retain his responsibilities as Chief Strategic Growth Officer and continue to serve on the ELT and Brown-Forman Board of Directors. The leadership changes take effect on March 1.

As President, Europe, Pafilis will lead the long-term strategy for the region and drive growth in the company's European markets. Pafilis will be responsible for Brown-Forman's owned distribution businesses in the United Kingdom, Germany, France, Poland, Spain, Czechia/Slovakia, Belgium, and Luxembourg, and markets that partner for distribution.

"Yiannis' deep industry knowledge, ability to motivate diverse teams, and experience seeding and sustaining profitable growth across Europe, have prepared him well for this expanded leadership role," said Lawson Whiting, President and CEO, Brown-Forman. "He navigates complex and challenging environments with tremendous skill and agility, and unites people to create an inclusive, values-based organization."

Pafilis has been with Brown-Forman for more than two decades, starting as the area sales manager for Greece before taking on the role of Country Manager of Greece and Cyprus. He served as Group

General Manager of Southeast Europe, led the Russia business and spent significant time as Vice President, Managing Director, Germany and Czechia. Pafilis currently serves as cluster leader of Germany, Czechia/Slovakia and Poland while also leading Europe's commercial strategy.

As Chief Strategic Growth Officer, Farrer will continue to work with Whiting and the ELT to manage key partnerships, innovative ideas and corporate development opportunities aimed at achieving the company's short-term objectives and long-term ambitions.

Farrer has been with the company for more than 25 years, serving on the Executive Leadership Team since 2020 and the Brown-Forman Board of Directors since 2016. He is a fifth-generation Brown family shareholder.

In the last three years, he led the creation and transition of owned distribution organizations in the United Kingdom, Belgium, Luxembourg and Slovakia. He also oversaw the expansion of the Brown-Forman portfolio offerings in key European markets, introducing existing brands and bringing to market Gin Mare, Diplomático and Jack Daniel's & Coca-Cola RTD.

"Marshall played a critical role in growing our business, brands, and people in Europe," said Whiting. "He provided valuable leadership in establishing a stronger owned distribution network in Europe and built a high-performing team rooted in the values of Brown-Forman. I am very appreciative of his leadership in this important part of the business, and look forward to partnering more closely with him to advance the strategic long-term growth of the company."