

Brown-Forman shares new GTR structure, regional leadership appointments



Dreamy Zhou (left), Senior Manager GTR APAC, and Oscar Camargo, GTR Director, EMEAI

[Brown-Forman Corporation](#) has announced today the new structure of its Global Travel Retail (GTR) organization and the appointment of leadership positions within, effective immediately.

The new structure consists of three geographic areas: Americas, EMEAI (Europe, Middle East, Africa, India), and APAC (Asia, Australia, New Zealand, Pacific Islands), with a dedicated leader for each region.

“In line with our ambitious long-term growth targets, we are optimizing our GTR business structure by consolidating it to three geographic areas to better position us for future growth,” announced David Rodiek, Vice President, Managing Director, Global Travel Retail, Brown-Forman.



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The GTR Director, EMEAI, the second strongest travel retail region for Brown-Forman, will be led by Oscar Camargo, who previously held the position of Director GTR Europe. Camargo has been part of the Brown-Forman GTR team for more than five years.

Dreamy Zhou, who joined Brown-Forman seven years ago, will become Senior Manager GTR APAC. Zhou previously served as Manager GTR Southeast Asia, Australia & New Zealand.

The GTR Director, Americas, the strongest travel retail region for Brown-Forman, is open. The

previous VP, Director GTR Americas, APAC, and IMENA, Montgomery E. Wilson, has retired.

“Monte was part of the Brown-Forman team for nearly 30 years and was instrumental in the successful development of our GTR business. We sincerely thank him for his dedication and engagement and wish him the best in this new chapter of his life,” said Rodiek.

“We congratulate Oscar and Dreamy on their new roles and look forward to further grow our GTR portfolio and business together with the entire team,” said Rodiek.

For more than 150 years, Brown-Forman Corporation has helped build beverage alcohol brands, including Jack Daniel's Tennessee Whiskey, Jack Daniel's Tennessee Honey, Jack Daniel's Tennessee Fire, Jack Daniel's Tennessee Apple, Gentleman Jack, Jack Daniel's Single Barrel, Woodford Reserve, Old Forester, The GlenDronach, Benriach, Glenglassaugh, Slane, Herradura, el Jimador, Finlandia, Chambord, Fords Gin, Gin Mare, and Diplomático Rum. Brown-Forman's brands are supported by approximately 5,200 employees globally and sold in more than 170 countries worldwide.