

Mark Brown
President and CEO, Sazerac Company, Inc.

Speaker Bio:

Mark Brown is the President and CEO of Sazerac Company, Inc., which has operations in Frankfort, Bardstown, Louisville, and Owensboro, Kentucky; New Orleans, Louisiana; Fredericksburg, Virginia; Carson, California; Baltimore, Maryland; Lewiston, Maine; Londonderry, New Hampshire; and Montreal, Canada.

Brown got his start in the beverage alcohol business at a relatively young age when he began working in his family's pub business in the U.K. in 1971. In 1976 Brown joined British cider-maker H.P. Bulmer as a salesperson, and by 1979 was a Sales Trainer. He came to the United States in 1980, operating as the U.S. Field Sales Manager for Bulmer.

From 1981 to 1992 he served as Director of New Products, National Sales Manager and, eventually, Vice President of Sales and Marketing with Sazerac.

Brown left Sazerac and joined Brown-Forman (no relation) as Senior Vice President and COO of the Select Brands Group for two years. He then spent the next three years as President of the Advancing Markets Group, before returning to Sazerac in June 1997 in his current role.

Brown holds an MBA from Tulane University in New Orleans. He and his wife Jane have two sons, Thomas and Sam.

Presentation:

Buffalo Trace Distillery: A Tale of Two Floods

With roots dating back to 1775, Buffalo Trace Distillery is a National Historic Landmark on the Kentucky River that has endured centuries of challenges—from Prohibition to natural disasters. Following two major floods in early 2025, distillery leaders will share lessons learned and how repeated experience has shaped their approach to effective crisis management.