



David A. Peacock

Former President, Anheuser-Busch
Currently Entrepreneur and Civic Advocate

David A. Peacock was president of Anheuser-Busch, a wholly owned subsidiary of Anheuser-Busch InBev. As head of the company, Peacock was responsible for the commercial success of Anheuser-Busch and managing US operations for the company. A leader who balances the ability to achieve stretch targets with a style that engages employees, peers and external stakeholders – Peacock was uniquely qualified to lead the company through a period of unprecedented change while maintaining key aspects of the company’s operations and profile. Peacock led the integration of the company with InBev in the United States delivering over \$2 billion in synergies with minimal impact to employee engagement and an improvement in the company’s reputation. From 2008 to early 2012, with Peacock as company president, Anheuser-Busch over-delivered financial targets, increasing earnings before interest, taxes, depreciation and amortization (EBITDA) 80% while expanding EBITDA margin 19 basis points.

In 2008, Peacock led the negotiating team for Anheuser-Busch during the merger with InBev. He successfully balanced shareholder interests, the operations of Anheuser-Busch during the onset of the economic crisis and employee and community concerns to ensure an optimal outcome for the company during the largest all-cash transaction in history.

Peacock joined Anheuser-Busch in 1992 and served many roles in management, financial planning and marketing, reporting to the CEO for more than 3 years. At various times in his career, he led the financial planning, mergers and acquisitions, information technology, procurement and wholesaler development organizations as well as several groups within Marketing. In 2007, he was named Vice President of Marketing for Anheuser-Busch, revitalizing the company’s marketing approach by introducing a new demand-based model and driving a more fact-based advertising creative and innovation process leading to the launch of Bud Light Lime, which led to a reversion in the company’s market share trend. Peacock also led the launches of Michelob Ultra, Shocktop and the purchase and expansion of the Goose Island brand during his career at the company.

Peacock demonstrates his dedication to the community by serving on the board of directors of several charitable and civic organizations. Peacock is chairman of the St. Louis Sports Commission, an organization supporting amateur sports event bids in St. Louis. Peacock is also a member of the Pro Football Hall of Fame National Advisory Board and St. Louis' CityArchRiver 2015 Board, where he co-chaired the quiet campaign, which raised \$180 million. He is on the United Way of Greater St. Louis board and the board of directors for Boy Scouts of America in St. Louis. He is also a member of the Ministries@Work board of directors. Peacock formerly served as chairman of the Beer Institute, the US beer industry's policy organization, and was also previously chairman of the St. Louis chapter of the American Red Cross

Peacock currently is majority owner and Chairman of ShowMe Smoothie, the area developer (franchisee) for Jamba Juice in Missouri and Kansas. Peacock is also an investor and board member of Ronnoco Coffee, LLC and Cultivation Capital, a technology and life sciences venture capital fund. He also serves as a director of Schnucks Markets, Inc.

A native of St. Louis, Peacock holds a bachelor's degree in journalism from the University of Kansas. He also holds a master's degree in business administration from Washington University in St. Louis, from which he received the Distinguished Alumni Award in 2009. He lives in St. Louis with his wife and three children.