



**Lou Willsea**  
*Market Consumer Planning Manager*  
**Brown-Forman Corp.**

**Lou Willsea** joined Brown-Forman in 1999, progressing through brand management, research, and organizational optimization roles. He generates actionable regional business insights for Brown-Forman brands including Jack Daniel's Tennessee Whiskey, Southern Comfort and Chambord liqueurs, El Jimador Tequila, and Korbel champagne. He is also co-leader of BYOD (Bring Your Own Diversity), Brown-Forman's resource group for lesbian, gay, bisexual and transgendered (LGBT) employees.

Lou's background includes extensive marketing and new product experience, working for Buena Vista Winery, Sebastiani Vineyards, and The Flecto Company. A California native, he holds a BA in Communications from SF State University, and resides in Long Beach.

**MONDAY, August 9, 3:00 p.m.**  
**Consumer Insights Track – Concurrent Session 3B**  
*Using Acculturation as a Tool to Predict Hispanic Demand –*  
**INTERMEDIATE**

