



**Jon Bratta**  
*Proprietary Brand Director*  
**BP**

**Jon Bratta** is the proprietary brand director for BP's *ampm* convenience stores, and leads a team responsible for BP's development of proprietary items across the spectrum of all categories, including food service, and beverages.

Jon has been with BP for 7 years, working from BP's La Palma, CA offices.

Prior to joining BP, Jon spent nearly 11 years with 7-Eleven Inc. in various operations management, and marketing roles, leaving the company as fresh foods merchandising manager for 750 7-Eleven locations in 2001 to begin his career with BP.

Previous to working for 7-Eleven, Jon spent 2 years in the logistics industry.

Jon has a Bachelor of Science degree, with a double major in both marketing, and management. He lives in Southern California, and has two daughters aged 13, and 11, as well as a 3-year-old son.

**TUESDAY, July 29, 2:45 p.m.**  
**Retailing Track – Concurrent Session 2B**  
*Best Practices of Convenience Store Retailers*  
**WEDNESDAY, July 30, 9:45 a.m.**  
**Retailing Track – Concurrent Session 2D**  
*Best Practices of Convenience Store Retailers*

