

Ryan Robertson
Brand Director
Diageo

Ryan Robertson is a Brand Director at Diageo, responsible for leading new brand development/launches and US Multicultural Marketing. Previously, he served as the Brand Director for Cîroc Ultra-Premium Vodka, where he managed the strategic partnership and day-to-day relationship with Sean Combs. Prior to Diageo, Ryan was at the helm of the **vitaminwater** brand at The Coca-Cola Company, spearheading the brand's growth strategy, communications, equity, innovation, and entertainment partnerships. Leveraging his strong consumer expertise of millennials, along with his passion for growing culturally-connected brands, he led breakthrough campaigns, such as "Make Boring Brilliant" and the #uncapped music platform, which have won numerous industry awards and accolades.

Ryan has over 10 years' experience in driving meaningful connections with consumers and building brands for companies like Procter & Gamble, Alberto Culver (now Unilever), and LG Electronics. Ryan's professional recognitions include: *Diversity MBA's 2016 Top 100 under 50 Diverse Emerging Leaders* and *Brand Innovators Top 40 Under 40 Class* for 2015. He holds a B.S. degree in Marketing from The University of Tennessee and an MBA from Xavier University.