



### **Chelsea Phillips, Vice President Beyond Beer Brands Anheuser-Busch**

Chelsea Phillips is currently the Vice President of Marketing for Beyond Beer Brands at Anheuser-Busch, spearheading the company's strategic shift to capture growth in this ever-changing segment. A few highlights of her time on Beyond Beer include leading the BON & VIV Spiked Seltzer revamp in just six months, culminating in the brand's Super Bowl LIII debut. Her portfolio altogether represents \$500MM in net revenue for the company at large.

Chelsea holds a Bachelor's Degree from the University of North Carolina Kenan-Flagler Business School. She grew up backpacking and conquered Kilimanjaro in 2018. In her free time, you'll find her jamming out in musical soundtrack-themed spin classes or singing along to the latest bands at Bonnaroo with her dad "Bonnaroo Bruce."

Chelsea has devoted her skills in marketing and business to Anheuser-Busch for the past seven years. During that time, she's worked her way up from District Manager in WA to Brand Manager on Busch, Natural Light, and Michelob ULTRA and now leads the Beyond Beer portfolio, which includes BON & VIV Spiked Seltzer and RITAS, among other up-and-coming launches. Her deep knowledge of the Anheuser-Busch system and love for the products ignites inspiration and creativity in her team, bringing renewed focus to the critical growth driver that is the emerging fourth category of flavor.

Under her guidance, BON & VIV Spiked Seltzer is in its third year of triple-digit volume growth, and RITAS has had its best year-to-date volume performance since 2015.