

CONTACT

Phone: 1.310.691.6419
Email: weaver.brandon@gmail.com

ONLINE

Website: brandonmweaver.com
LinkedIn: brandonmweaver
Substack: Expand Your Aperture

EDUCATION

Northwestern, Kellogg School of Management: MBA
Harvard Kennedy School: MPA
USC Annenberg School of Communication: BA

SECTORS

Beverage Alcohol & FMCG
Luxury Hospitality & Travel
Technology & AI
Real Estate / PropTech
Private Equity
Venture Stage

EXPERTISE

Route-to-Market Strategy
Distributor Strategy & Economics
Commercial Transformation
P&L Leadership
Business Cases & Valuation

BOARD & ADVISORY

Dowling Street
The Runda Lab
WES Brands (2021 to 2023)

BRANDON M. WEAVER

Commercial Strategy · Route-to-Market · Consumer Products · P&L Leadership

EXECUTIVE PROFILE

Brandon M. Weaver is a commercial strategy executive, operator and advisor with more than 15 years of experience across beverage alcohol, consumer products, hospitality and technology. His career spans *Diageo*, Bacardi-backed *Stillhouse Spirits*, Carlyle-backed *Bonotel Exclusive Travel* and founder-led ventures, in roles from brand leadership to General Manager, Chief Operating Officer and Chief Commercial Officer. He combines route-to-market and channel strategy with financial discipline and operational execution to drive growth and create enterprise value.

SPIRITS, ROUTE-TO-MARKET & DISTRIBUTION

At *Diageo*, Brandon led marketing for the Reserve luxury portfolio in South Africa, including the *Johnnie Walker* trademark and single malts *Lagavulin*, *Caol Ila*, *Dalwhinnie* and *The Singleton*, delivering +7% NSV growth. As Brand Manager for the North American rum portfolio (*Captain Morgan*, *Parrot Bay*, *Zacapa* and *Myers's*), he launched *Captain Morgan* Black Spiced and the Sherry Spice limited-time offering, and presented brand plans to the national distributor network, national accounts and on-premise chains. He was selected for *Diageo*'s inaugural Future Leaders program for high-potential managers.

As General Manager and Head of Marketing of Bacardi-backed *Stillhouse Spirits*, he held full P&L responsibility, building SKU-level price chains, operating cadences and performance reviews with *Southern Glazer's*, *Team Enterprises* and the field sales team, and aligning forecasting and inventory with retail velocity. Earlier, as the brand's agency lead at *BLKBOX*, he shaped the retail strategy that won *Walmart*, *Publix* and *Kroger*.

Through *Aperture Hospitality*, he advises super-premium brands *Perro Verde* and *Beverly Spirits* on route-to-market, distributor and importer selection, pricing and working capital, including an RTD launch in California and New York with *Southern Glazer's* and *LibDib*. He previously advised *WES Brands* (*Flecha Azul*, *BSB*, *Aspen Vodka*) on brand positioning and commercial programming.

COMMERCIAL TRANSFORMATION & TRANSACTIONS

As Chief Operating Officer of Carlyle-backed *Bonotel Exclusive Travel*, Brandon led the commercial transformation of a global B2B hospitality distribution business, helping grow gross revenue from $229M to $268M and leading a 60+ person organization across sales, contracting, marketing, product and operations. He led the acquisition that created *BEYOND by Bonotel* and, alongside lead advisor *Moelis*, led diligence, management presentations and the buyer roadshow for the company's 2017 sale to *Certares*.

As Chief Commercial Officer of *Lacure Villas*, he led a 65-person global organization managing $51M in gross booking value across 45+ countries, delivering 13.2% GBV growth and expanding distribution partnerships by 15%.

FINANCIAL STRATEGY & MARKET DEVELOPMENT

As Area General Manager at *Sonder*, Brandon built the California region from inception, opening seven properties (700+ rooms) across four markets, and built the path-to-profitability model targeting $8.5M in revenue and a 23% contribution margin in 2021. Earlier at *GE Consumer Finance*, he led a 20-person team supporting $500M+ in mortgage originations and $2.5B+ in securitizations.

DATA, AI & ENTREPRENEURSHIP

As founder of *Navigate*, an AI-native real estate intelligence platform, Brandon led product, data and go-to-market, establishing *Compass* as a flagship enterprise partner, reaching 60% trial-to-paid conversion and cutting data costs 25%. He writes on AI and business transformation in his Substack, *Expand Your Aperture*.

ADVISORY, BOARD & EDUCATION

Brandon is the Founder of *Aperture Hospitality*, a strategy consulting practice serving consumer products, spirits and hospitality companies. His board and advisory roles include *Dowling Street*, *The Runda Lab* and *WES Brands*. He holds an MBA from Northwestern's *Kellogg School of Management*, an MPA from Harvard's *Kennedy School of Government* and a BA in Communication from the *University of Southern California*.