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## David Miller

**Senior Vice President of Customer Strategy, Marketing & Brand Development**

David Miller is Senior Vice President Customer Strategy, Marketing and Brand Development for Buffalo Rock Company. With more than twenty-six years of experience in the beverage industry, David leads sales strategy, customer relationships, media and external partnerships.

David is passionate about people, customers and supporting the relationships built along the way. He finds that nurturing these relationships, both inside and outside of the company, while working towards common goals and objectives is the key to a successful partnership.

David's illustrious Buffalo Rock career began in the company's Birmingham division, which provided an introduction to the understructure of the beverage industry. From there, he moved on to serve as Business Development Director at Corporate and later as Franchise Sales Manager at the Gadsden division. While in Gadsden, David oversaw the development and launch of the Buffalo Rock Talladega franchise. The passion, skill and leadership he exhibited as part of this effort resulted in him accepting the role of General Manager of the Tuscumbia franchise. During his time in Tuscumbia, David was honored as the inaugural recipient of what has become the company's greatest honor, the Buffalo Rock President's Award. Having made a name for himself across the company's footprint, David returned to Birmingham where he served as General Manager of Marketing, Execution and Communication and Vice President Customer Strategy, Marketing and Brand Development. In this role, David became the first marketer to integrate a second system of brands into the existing portfolio. He is now responsible for maintaining the strongest and most diverse non-alcoholic brand portfolio in the beverage business. His continued efforts and leadership led him to his latest advancement and current title Senior Vice President Customer Strategy, Marketing and Media.

David has served in various positions for the United Way of Northwest Alabama and was named 2011 Campaign Chair, as well as President in 2012. He also served as a board member of The Healing Place. Currently, he serves on the Dr Pepper PASO Leadership Council, the Pepsi National Retail Sales Committee, The Pepsi South Division Retail Trade Committee and The Pepsi South Division Marketing Committee. David graduated from The University of Alabama at Birmingham with a Bachelor of Science in Marketing and has since been selected for the University of Alabama at Birmingham's Leadership Class of 2016.

David and his wife, Michelle, reside in Birmingham with their 4 children. The Millers find joy in nature and are big supporters of everything outdoors including boating, fishing, water sports and hunting. They are also fans of traveling, attending basketball games and championing their children in all their endeavors.