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## Wayne Wisdom

**Senior Vice President – Chief Business Operations Officer**

Wayne Wisdom serves as Senior Vice President Chief Business Operations Officer for Buffalo Rock Company and offers more than twenty-five years of experience within the company. Wayne leads all non-corporate business for the Regions and Franchises including process flow, logistics, and development.

Wayne's extensive career at Buffalo Rock began in Tuscumbia where he served as a Merchandiser, Delivery Merchandiser, Account Development Coordinator and Trade Development Manager. His talents led him to Tuscaloosa where he acted as Sales Operations Manager and eventually Division Support Manager.

From Tuscaloosa, Wayne spent one year in Birmingham as a Division Support Manager until being asked to take on the role of General Manager for the Newnan Franchise. After four years in Newnan, Wayne moved back to Corporate to assume his next role as General Manager of Supply Chain. Wayne continued at Corporate becoming the Executive General Manager of Corporate Development and Strategic Planning until his most recent promotion to Senior Vice President Chief Business Operations Officer.

During his time with Buffalo Rock, Wayne was a member of the Newnan Kiwanis club and has been on the board of several organizations including Florence Jaycees and the Big Brothers Big Sisters of West Alabama. While in Newnan, Wayne also served on the board for the Georgia Beverage Association. In 2015, Wayne was nominated for the prestigious Donald M Kendall – Pepsi "Bottler of the Year".

Wayne currently lives in Vestavia Hills, Alabama with his wife Laura and their daughter. He enjoys spending time with family and friends, traveling, cooking, fly fishing and helping others develop their careers.