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## Wayne Wisdom

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



Wayne Wisdom is Senior Vice President – Chief Business Operations Officer for Buffalo Rock Company, where he brings more than three decades of leadership experience. He oversees key franchise operations, including sales, go-to-market strategy, distribution, logistics and business development transformation.

Wayne began his career with Buffalo Rock in Tuscumbia and progressed through leadership roles in merchandising, account development and trade development before assuming sales and operational leadership responsibilities in Tuscaloosa.

He later served in Birmingham as Division Support Manager before advancing to General Manager of the Newnan Franchise and General Manager of Supply Chain. Upon returning to Corporate, he held senior leadership roles in development and strategic planning prior to his promotion to Senior Vice President – Chief Business Operations Officer.

Wayne's professional and community leadership includes service with Newnan Kiwanis, Florence Jaycees, Big Brothers Big Sisters of West Alabama, and the Georgia Beverage Association. He was nominated in 2015 for the Donald M. Kendall Pepsi Bottler of the Year award and currently serves as Chairman of the Alabama Beverage Association.

Wayne lives in Vestavia Hills, Alabama, with his wife, Laura, and their daughter. He values family time, travel, cooking, fly fishing, and mentoring Employee-Partners to support their professional growth and long-term success.