

# David A. Peacock

## BOARD CHAIRMAN, AMERICAN RED CROSS ST. LOUIS AREA CHAPTER

David A. Peacock was elected Board Chairman of the American Red Cross St. Louis Area Chapter in September, 2008. Prior to his election as Board Chairman, Dave served as Vice-Chairman of the Board of Directors and Chair of the Marketing Committee/Marketing Think Tank.

In addition to being a dedicated Red Cross volunteer, Dave is president and chief executive officer of Anheuser-Busch Companies, Inc., a wholly-owned subsidiary of Anheuser-Busch InBev. As head of the U.S. business unit—the largest business unit and leading volume and profit provider for Anheuser-Busch InBev—Dave is responsible for the commercial success of Anheuser-Busch and managing all U.S. operations for the company, including marketing, sales, wholesaler relations and other aspects of the U.S. market.

Dave joined Anheuser-Busch in 1992 and has served many roles in management, planning and marketing. He previously served as vice president of marketing for Anheuser-Busch. Prior to that role, he was vice president of business operations. He was instrumental in expanding the company's high-end product portfolio by gaining U.S. distribution rights for Bass Pale Ale, Beck's, Stella Artois, Czechvar, Fordham and Old Dominion beers, Monster Energy drinks, Icelandic Glacial pure spring water and BORBA skin balance waters, among others.

Dave also directed operations for the president of Anheuser-Busch, Inc., and served as vice president of high-end brands of Anheuser-Busch, Inc., where he developed and launched the highly successful Michelob ULTRA beer brand and launched Bacardi Silver. He has held various positions in sales promotion, ethnic marketing and corporate media.

Dave is also an active member in the St. Louis Community and serves on the board of directors of Anheuser-Busch Companies, Inc., and is on the boards of the St. Patrick Center, an organization devoted to ending homelessness in St. Louis, and the Saint Louis Zoo.

A native of St. Louis, Dave holds a bachelor's degree in journalism from the University of Kansas and a master's degree in business administration from Washington University in St. Louis.

He lives in St. Louis with his wife and three children.

*Dave is available for interviews by contacting Katie Nagus, communication coordinator of the St. Louis Area Chapter at 314.406.1920 or [knagus@redcrossstl.org](mailto:knagus@redcrossstl.org).*



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