



**Mike D'Agostini – Senior Director of Marketing,
Budweiser & Bud Light Canada**

Mike is a passionate marketer with over 10 years' experience working in a variety of roles at Labatt Breweries of Canada. Early in his career, he worked in several sales roles before transitioning to trade and finally brand marketing. Mike now leads Labatt's two largest brands – Budweiser and Bud Light. These brands have deployed breakthrough campaigns such as Budweiser "One Team", Budweiser "Chief Hockey Officer", Budweiser Stage "It Happened Here" and the launch of Bud Light Seltzer. A great deal of his work has resulted in accolades in the marketing industry including CMA, AMA and Effie awards. In addition to brand marketing, Mike oversees partnerships with a number of industry leaders including Live Nation, Toronto Blue Jays, NHL and NFL. Mike is a dedicated people leader with ambition to grow a team of inspired marketers at Labatt for many years to come.