

Constellation Brands appoints E. Yuri Hermida as EVP, Chief Growth & Strategy Officer

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Constellation Brands, a leading beverage alcohol company, announced the appointment of E. Yuri Hermida as the company's new Executive Vice President and Chief Growth & Strategy Officer. In this role, Hermida will be responsible for Consumer Insights & Innovation, Digital, Transformation, Media, New Business Ventures, and Strategy & Analytics. He will report directly to Bill Newlands, President and Chief Executive Officer, and will serve as a member of Constellation's executive management committee.

Hermida is a proven, global leader with a track record of driving results across diverse CPG companies in North America, Asia, Europe, and Latin America. He brings strong general management, operational, and P&L discipline coupled with extensive marketing, research and development, and innovation expertise to the team. Before joining Constellation Brands, Hermida was with Sovos Brands, one of the fastest-growing companies of scale in CPG. At Sovos Brands, he served as President of the company and was Chief Growth Officer before that appointment. Before Sovos Brands, he spent four years at Reckitt in Europe and North America where he drove growth for the business units he led.