

Erica Brown

President of Retail

Erica has been with Peet's since 2012 and today leads strategy, operations and growth for all retail concepts, including company owned Coffeebars, as well as Food Service and Licensed Partners currently delivering branded coffee and tea retail experiences.

She brings to the company 25 years of business development, customer relationship management, trade marketing, category management and people leadership experience across foodservice, and consumer packaged goods sectors.

Erica's early career began in field sales at McNeil Consumer Products, a division of Johnson & Johnson, where she developed a passion for developing and leading national grocery and mass customers. From there, she moved to the Bay Area to join the Clorox Company where she held various sales, trade marketing and business process roles across business units including serving as Director of Sales in the Away from Home/Foodservice Division. Erica took her large company experience to method Products, focusing on sustainable consumer products and leading the development of the sales planning function.

Erica holds a B.S. from the University of Tennessee (Go Vols!) and a M.Ed from Vanderbilt University. When she's not contemplating coffee, she can be found hiking in Marin County with her husband, Bill.

Favorite Drink: It's hard to choose, but if I had to, a cup of Guatemala San Sebastian or Arabian Mocha Java.