

Uniting Brand, Media, and Ecommerce to Drive Growth With Molson Coors

In this episode of Brave Commerce, Brad Feinberg, vp of media, digital, and ecommerce at Molson Coors Beverage Company, joins hosts Rachel Tipograph and Sarah Hofstetter to share how he is reshaping the role of marketing within a regulated industry by bringing together brand and performance, digital and traditional, creative and commerce.

Brad explains how his team applies data, agility, and a consumer-first mindset across every touchpoint, including Super Bowl campaigns and Instacart product pages.

With a unified structure and a focus on cross-functional skill building, Molson Coors is turning media investments into closed-loop growth opportunities and expanding into new categories like non-alcoholic beverages.

For marketers looking to modernize their organizations, this episode offers a playbook for breaking down silos and building brands that drive results.

Key takeaways:

Brand and Performance Are One – Treating brand-building and performance as two sides of the same coin leads to more impactful campaigns.

Data Unlocks Influence – Leveraging real-time data earns a strategic seat at the table across marketing, sales, and

retail.

Structure Drives Speed – Combining media, digital, and eCommerce enables faster execution and creates more career growth opportunities.

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