



William Brooks

Global Brand Ambassador - Tequila Herradura | el Jimador Tequila

Education : B.S Marketing, Magna Cum Laude, Johnson & Wales University

CSS : Certified Specialist of Spirits

Areas of Passion :

- Tequila History and Production
- Agave Sustainability & Terroir
- Menu / Cocktail Development
- Spirit Education

Born in England with family ties to Mexico and the USA, William has called the spirits industry home since graduating university. Working with brands such as Jack Daniel's, Woodford Reserve, Tequila Herradura, and el Jimador. He led tequila education in the agave industry for Brown-Forman Texas managing meaningful industry events and developing cocktail programs for accounts around the region before taking on the role of Global Ambassador for Casa Herradura. William brings a passion for agave culture to one of the most extraordinary tequila brands in the world.



Top Competencies:

Teamwork, Career Motivated, Public Speaking, Communication, Idea Generation, Brand & Product Knowledge.