

## **Glenn Cooper – AM**

### ***Executive Chairman & Marketing Director, Coopers Brewery***

Delving into the past of Glenn Cooper reveals some interesting facets about his successful career...

It may be a little known fact but before turning his hand to the family brewing business, Glenn – today the Executive Chairman and Marketing Director of Coopers Brewery – had a highly successful career in computers. He also once worked for rival brewer, SA Brewing.

It was not a given that descendants of the Cooper family would come to work for Cooper & Sons, the brewing company founded in 1862 by Thomas Cooper. In fact, Glenn's father Ken advised him when he was a youngster against joining the company, believing at that stage it was unlikely to survive. Completing his school education at Adelaide's Prince Alfred College in 1968, Glenn went on to study electronic engineering. It was during this time that he worked at SA Brewing on plant equipment – such was the amicable relationship between the two breweries at that time, SA Brewing didn't mind having a Cooper in their midst!

After completing his engineering studies, Glenn then studied for an Associate Diploma in Business Management and eventually left SA Brewing.

It was then that he entered the world of computers, with a company called Anderson Digital Equipment. After two years with the company Glenn moved to Melbourne to take up the position of National Distribution Manager.

In 1983 Glenn returned to South Australia and set up his own business in computer sales and services. A highly successful venture, his company grew to employ almost 30 staff, with a turnover of more than \$3.5 million.

It was in 1990 that Glenn was invited to join Coopers Brewery.

At Coopers, Glenn's talent and instinct for marketing saw him take up the position of Marketing Director. Today he is also the company's Executive Chairman.

In 1997 Glenn completed the Stanford National University of Singapore Executive Program at the Graduate School of Business.

Aided by Glenn's marketing ingenuity, Coopers has cemented a reputation as an ale, stout and home brew producer of the highest quality, and enjoys excellent sales both within Australia and on the export market.

Says Glenn, "We've built our niche in the market around a reputation for quality and tradition rather than profit-making. I think the public realises that we have immense pride in what we produce, so they know they can trust in the quality of Coopers.

"We just want people to know that our beers are the best quality amber liquid you can find in a bottle."

### **Glenn Cooper's Directorships and Board Memberships –**

- ❑ Coopers Brewery Board Director (appointed 1988)
- ❑ Adelaide Fringe Committee Chairman (1994 – 1999)
- ❑ Adelaide Convention & Tourism Authority Chairman
- ❑ Member of Premier's Food Advisory Board
- ❑ Currently on the National Board of the Australian Made Council (2008)
- ❑ Past Committee Member of SA Food & Beverages Exporters Association
- ❑ Past Member of Adelaide Festival Centre Foundation.

Glenn is married to Elspeth and has two children, Rachel and Andrew. Outside of work, Glenn enjoys tennis and golf. He also likes to visit his property at Black Point on SA's scenic Yorke Peninsula, where he loves to Scuba Dive and fish.

### **Fast Facts on Coopers in the Year 2002...**

After relocating to a new, \$40 million state-of-the-art brewery in 2001, Coopers is now the number three brewery in Australia capacity-wise, and is the only remaining family-owned large brewery in Australia.

Since relocating, Coopers' production capacity has increased by 60%, from 25 million litres to nearly 60 million litres (filling 1100 bottles per minute or 66,000 per hour).

In 2002 Glenn was awarded the Centenary Medal.

In 2005 he was Awarded an AM Member the Order of Australia.