

Joe Barnes is the Director of Sports Marketing for Bud Light. In his role, Joe oversees over 150 team/league/influencer partnerships across NFL, NHL, Esports, Soccer, and college sports. Joe is the head of esports & gaming at AB and has received numerous industry awards for Bud Light's leading role in the space. Joe has been at Anheuser-Busch for 8 years and is a graduate of Indiana University.