



BARRY AUGUS
Founder & CEO, Tres Agaves

Barry Augus has close to 20 years of experience in the Tequila category. As an original founder of Tres Agaves restaurants (2005), he was responsible for the company's branding, marketing and business development. In 2008, Barry decided to take his passion for Tequila and the culture of Jalisco to new levels, leaving the restaurant business in order to pursue the Tres Agaves brand of 100% de Agave Tequilas and organic cocktail mixer products. Prior to the birth of Tres Agaves, Barry served as President of Cabo Wabo Enterprises for five years and during his tenure, he oversaw the growth of the Tequila brand from 10 thousand to 70 thousand cases (48 percent year-to-year growth). Before getting into the Tequila industry, Barry worked for 14 years in public accounting, including nine years with Arthur Andersen & Co. and five years as a managing partner of a mid-sized accounting/business management firm. He was also the first Controller/VP of Finance of then-start-up company, Salesforce.com, spearheading the design and implementation of the company's accounting and tax structure.

