



## BACARDI LIMITED

### BACARDI NAMES NEW CHIEF MARKETING OFFICER

#### **Veteran spirits and beer executive Andy Gibson to hold top marketing spot**

Hamilton, Bermuda, February 4, 2013—Bacardi Limited, the largest privately-held spirits company in the world, names Andy J. Gibson, age, Chief Marketing Officer (CMO) of Bacardi and President of Bacardi Global Brands (BGB).

In these roles, Mr. Gibson will be responsible for the overall leadership and strategic direction of the multifaceted global marketing initiatives that support, and will further strengthen, the internationally known portfolio of premium spirits brands of Bacardi. He also will serve as a member of the Bacardi Leadership Team and report to Bacardi Limited President and Chief Executive Officer Ed Shirley. Mr. Gibson joins Bacardi on April 29 and will be based at the Bacardi Global Brands headquarters in London.

“Andy’s depth of business understanding, breakthrough growth mindset and proven leadership abilities will be strong assets as he works with his team to drive robust new growth throughout our family of iconic Bacardi brands,” said Ed Shirley, President and CEO of family-owned Bacardi Limited.

Mr. Gibson has gained broad experience and achieved notable success during a more than 20-year career in consumer products marketing and sales that has included assignments in Australia, Asia, the United States, Latin America and Europe. Most recently, Mr. Gibson served as Chief Marketing Officer for Carlton United Brewers (CUB), Australia’s largest brewer — part of Foster’s Group Limited — with a market share of more than 50 percent in the off-premise beer category.

At CUB, he oversaw the strategic reframing of Australia's biggest beer brand to turn a decade of decline back into growth over the first four months of its implementation. Mr. Gibson also led the turnaround of an iconic Australian rum brand. After fifteen years in decline, the brand more than doubled in size to become the number one spirits brand in Australia in just three years.

Before CUB, he worked for Diageo for 13 years in a series of general management and marketing leadership positions on four continents, including General Manager, Innovation, Diageo Asia Pacific; General Manager, Germany/Austria/Switzerland; Marketing Director, Diageo Australia; Senior Vice President and Global Brand Director - Rums, Diageo North America; and Marketing Director, Diageo Mexico.

Mr. Gibson began his career in 1990, working for Mars/Masterfoods in Australia and New Zealand in a range of sales and marketing positions of increasing responsibility.

“The brands in the Bacardi portfolio are all category leaders with amazing authenticity that really connects with consumers,” said Andy Gibson. “Joining Bacardi is a brand marketer’s dream job.

I look forward to engaging consumers in new brand experiences while driving the enviable Bacardi portfolio of more than 200 brands and labels to new levels of growth.”

Mr. Gibson succeeds Ms. Silvia Lagnado, who left Bacardi at the end of 2012.

*NOTE:* A headshot of Mr. Gibson is available via [www.BacardiLimited.com](http://www.BacardiLimited.com) and BusinessWire.

### **About Bacardi Limited**

Bacardi Limited, the largest privately-held spirits company in the world, produces and markets internationally-recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, the world’s best-selling and most-awarded rum, as well as the world’s most-awarded spirit; GREY GOOSE® vodka, the world’s leading super-premium vodka; DEWAR’S® Blended Scotch whisky, the world’s most awarded blended Scotch and the number-one selling premium blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the top-valued and fastest-growing premium gin in the world; MARTINI® vermouth and sparkling wines, the world’s leading vermouth and the world’s favorite Italian sparkling wines; CAZADORES® 100% blue agave tequila, the number-one premium tequila in Mexico and a top-selling premium tequila in the United States; ERISTOFF® vodka, one of the fastest-growing vodka brands in the world; and other leading and emerging brands.

Founded more than 150 years ago in Santiago de Cuba on February 4, 1862, and family-owned for the past seven generations, Bacardi now employs nearly 6,000 people, manufactures its brands at 27 facilities in 16 markets on four continents, and sells in more than 150 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

[www.BacardiLimited.com](http://www.BacardiLimited.com)

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