



## BACARDI LIMITED

### **Bacardi Limited Names Mauricio Vergara Global Marketing Head of Rums**

Internal promotion continues to showcase strong leadership within Bacardi

Hamilton, Bermuda, April 1, 2015 — Family-owned Bacardi Limited, the largest privately held spirits company in the world, announces the internal appointment of Mauricio Vergara, 43, as Global Category Vice President of Rums. In this role, Mr. Vergara will be responsible for the Bacardi portfolio of rums including the iconic BACARDÍ® rum brand and the super-premium rums within the portfolio of the FACUNDO™ Rum Collection.

Mr. Vergara will be in charge of developing the global marketing strategy of the rum category and leading the creation of global promotional, creative and packaging assets, as well as directing the development of brand innovation and line extensions. He will remain based in the Bacardi Global Brands headquarters in London and report into Dima Ivanov, Chief Marketing Officer of Bacardi and President of Bacardi Global Brands.

“Mauricio brings extensive industry knowledge to the role complemented by a deep understanding of the overall Bacardi business, how our global and regional functions collaborate, and the unique entrepreneurial spirit and culture that makes Bacardi so special,” said Mr. Ivanov. “With his knowledge and experience in both the commercial and marketing side of the spirits business, the transition to a global category will be seamless.”

Most recently, Mr. Vergara was Vice President of Global Commercial for Bacardi responsible for Customer Marketing, Commercial Development, and International Customers. In that role he established Customer Marketing as the connecting function between Marketing and Sales, driving integration from brand strategy to commercial execution.

“The global rum category remains extremely diverse and dynamic with various touch points. With the launch of the BACARDÍ Untameable Since 1862 global platform, we have been engaging with consumers to connect the incredible Bacardi family history to how they live today as a source of inspiration for a new generation looking for ways to enjoy life fully. It’s such an exciting opportunity to grow our rum business as consumers really are looking for brands with authenticity,” said Mr. Vergara.

Mr. Vergara brings a strong record of accomplishment and expertise gained during 20 years in Marketing and Commercial roles, 15 of which have been in the beverage industry. Throughout his time with Bacardi, he has held various regional and commercial leadership roles within both the Marketing and Commercial functions. He joined Bacardi in 2013 as Vice President of Sales and Marketing Latin America and then was promoted to Global Customer Marketing Director to provide the frontline sales teams with insights, planning and activations.

Prior to joining Bacardi, Mr. Vergara held a variety of global and regional marketing roles at Procter & Gamble, Coca-Cola, SAB Miller and Brown-Forman.

Mr. Vergara succeeds Dmitry “Dima” Ivanov who was named promoted to Chief Marketing Officer of Bacardi and President of Bacardi Global Brands in January.

## **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 contains more than 200 brands and labels, including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, CAZADORES® 100% blue agave tequila, and other leading and emerging brands.

Founded 153 years ago in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells in more than 160 countries. Bacardi Limited, headquartered in Hamilton, Bermuda, refers to the Bacardi group of companies, including Bacardi International Limited. [www.BacardiLimited.com](http://www.BacardiLimited.com)

## **Media Contacts**

Jim Gallagher / Amy Federman, +1.441.294.1110, [jgallagher@bacardi.com](mailto:jgallagher@bacardi.com), [afederman@bacardi.com](mailto:afederman@bacardi.com)

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