



# BACARDÍ®

## **Fabio Di Giammarco Named to Top Marketing Role for BACARDÍ Rum**

Hamilton, Bermuda, July 29, 2015 — Bacardi today announces the immediate promotion of Fabio Di Giammarco, 42, to Global Vice President for BACARDÍ rum. In this role, Mr. Di Giammarco is responsible for the BACARDÍ rum brand marketing efforts globally, including enhancing brand equity, positioning, advertising, packaging and pricing. He reports to Mauricio Vergara, CMO North America and global lead for BACARDÍ® rum and GREY GOOSE® vodka, and will be based in the Bacardi global headquarters in Hamilton, Bermuda, pending Bermuda Department of Immigration approval.

Mr. Di Giammarco most recently served as Vice President, Marketing & Commercial, for Bacardi Latin America & Caribbean (LAC) leading the marketing and commercial teams and overseeing commercial execution and alliances across the region. He joined Bacardi in 2012 as Managing Director of Brazil and has since held a number of roles throughout the LAC region. With him as the commercial leader in Brazil, the flavored rum portfolio reached historic record sales, and BACARDÍ Big Apple became the fastest-growing spirit in Brazil's history. In 2013, BACARDÍ achieved the top rum market share position in Brazil — a position the brand continues to hold. Mr. Di Giammarco also increased BACARDÍ rum distribution with strong gains in Brazil, Uruguay, Argentina, and Chile. Under his watch, Bacardi in Brazil ranked among the top “Great Places to Work” and was recognized for its diversity practices.

He brings 21 years of commercial experience working in markets within Latin America and Europe. Prior to joining Bacardi, Mr. Di Giammarco's responsibilities included marketing strategy for the SAB Miller beer and soft drinks business in Latin America, as well as a variety of leadership positions at international consumer products companies including VP, Global Head of Marketing Communications with Royal Philips Electronics in Amsterdam; Chief Marketing Officer Latin America at Philips; Sales Development Director with Danone in Italy; and Commercial Manager with Empresas Polar in Venezuela.

Mr. Di Giammarco holds a Master in Business Administration from Bentley College Graduate School of Business in Massachusetts and a Bachelor of Science in Advertising and Public Relations from Universidad Católica Andrés Bello in Venezuela. An Italian citizen, he is fluent in English, Spanish, Portuguese and Italian.

### **About BACARDÍ Rums**

In 1862, BACARDÍ revolutionized the spirits industry when founder Don Facundo Bacardí Massó began producing his remarkable light-bodied, smooth rum. The unique taste of BACARDÍ inspired cocktail pioneers to invent some of the world's most famous drink recipes including the Mojito, the Daiquirí, the Cuba Libre, the Piña Colada, and the Presidente. BACARDÍ Superior rum has won more than 550 awards for quality and taste making it the world's most awarded rum. Today, BACARDÍ is produced in Puerto Rico, following the

production legacy set forth by Don Facundo Bacardi Massó – crafted in a five step distillation process mellowed in American white oak barrels, and filtered five times for unparalleled quality and smoothness. <http://www.bacardi.com>

The BACARDÍ® and GREY GOOSE® brands are part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

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