



**Tickets on Sale Now to the 2nd Annual S.H.E. Summit Bacardi;
A One-Day Women’s Empowerment Conference in Miami on September 28**

Speakers include:

- S.H.E. Summit founder & CEO Claudia Chan
- Miami HEAT EVP Kim Stone
- Southern Glazer’s Wine & Spirits Human Resources Director Kathleen Procario
- “How to be a W.a.n.t.e.d. Woman” inspiration Dr. Casandra Hernandez
- ManTalks founder Connor Beaton
- Regional President for Bacardi North America Pete Carr
- Miami Marlins VP Marketing Claudia Lezcano
- Royal Caribbean Director of Diversity & Inclusion Grant Van Ulbrich

Coral Gables, Fla., August 1, 2017 – The 2nd Annual S.H.E Summit Bacardi will convene thought-provoking speakers and hundreds of women (and men) to unleash female ability while lifting others in the process. In collaboration with S.H.E. Summit, a globally-celebrated women’s empowerment conference, S.H.E. Summit Bacardi is an experience aimed at celebrating and cultivating female and male leaders from Bacardi, partner corporations, firms, and companies based in South Florida on September 28 at the Hilton Miami Downtown.

Hosted by the Bacardi Women in Leadership initiative, the conference is in collaboration with S.H.E. Summit – the renowned global annual empowerment conference that takes place in New York City every fall. S.H.E. stands for “She and He Helps Empower” and created by women’s empowerment educator and accelerator, Claudia Chan.

Aimed at connecting, educating and activating rising and top talent in South Florida, the S.H.E. Summit Bacardi will feature a prestigious list of dynamic speakers with incredible personal and professional stories. Informative workshops, thought-provoking panel discussions, and keynotes will cover everything from the empowerment of men for gender equality to breaking barriers in male dominated industries and gender inclusiveness to building a network and the success stories of women leaders.

“Self-empowerment, along with having clarity of what matters most to you, are crucial elements for you to fight for your ideas and yourself,” says Marlene Gordon, general counsel for Bacardi in North America and global lead for the Bacardi Women in Leadership initiative. “The must-attend S.H.E Summit Bacardi aims to empower women and men, to own their personal and professional development by giving them tools, insights and inspiration to discover or reconnect with who they are, what matters most to them and boldly and courageously live the life they want to live.”

The event will commence with opening remarks from Gordon, Chan and Carr, followed by a keynote on the “Art of Badassery” by author, self-defense, nutritionist and fitness expert Jennifer Cassetta. Learn and be inspired by corporate panelists such as Bacardi SVP for Human Resources Scott Northcutt; PwC partner Natalie Protze; former NFL player Wade Davis; award-winning documentary film producer and author of *The Future of Men: Masculinity in the Twenty-First Century* Jack Myers; President of the NY Chapter of U.S. Bartenders’ Guild Pam Wiznitzer; Chief Communications Officer for Bacardi K.C. Kavanagh; Professor Lynda M. Applegate with Harvard Business School; and Emily Greener, CEO of I AM THAT GIRL.

Attendees who purchase a VIP ticket will also have access to hear a keynote address from special guest speaker Dr. Jen Welter, the first female coach in the NFL, along with a VIP gift bag, and photo opportunity.

Join more than 400 professionals representing Bacardi, partner corporations, and firms across various industries including spirits, marketing, hospitality, luxury, law, consulting, and more. The event will conclude with a networking cocktail reception sponsored by Bacardi.

The S.H.E. Summit Bacardi is open to professional men and women. The cost for admission ranges from US\$185 to \$275 per ticket. Group discounts are also available. To buy tickets, review the agenda, or learn more, visit <https://www.bacardi-women-in-leadership.com/>.

Current sponsors include Southern Glazer's Wine & Spirits, Marsh & McLennan Companies, PwC, Team Enterprises, Hogan Lovells, INFINITI of Coral Gables, Royal Caribbean Cruises Ltd., and Acturus.

About Bacardi

Bacardi, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The company boasts a portfolio of some of the most iconic and top-selling spirits brands including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR'S® blended Scotch whisky, BOMBAY SAPPHIRE® gin, CAZADORES® 100% blue agave tequila, ST-GERMAIN elderflower liqueur, MARTINI® vermouth and sparkling wine, and other leading and emerging brands.

Founded more than 155 years ago, in Santiago de Cuba on February 4, 1862, family-owned Bacardi manufactures its brands at 29 facilities and sells them in more than 170 countries. Bacardi refers to the Bacardi group of companies, including Bacardi International Limited. www.BacardiLimited.com

About Bacardi Women in Leadership

The Bacardi Women in Leadership initiative was founded with the mission of unleashing the potential of current and future female leaders at Bacardi to drive sustainable top and bottom line business growth. Led globally by Marlene Gordon, vice president and general counsel for Bacardi in North America, the initiative is embedded into the Bacardi business strategy and instills a sense of ownership and accountability in business leaders to set the right example and drive engagement throughout the organization. Areas of focus include programs to strengthen the talent pipeline, networking opportunities and initiatives to empower employees in a winning work environment, and community partnerships centered on women helping other women in need. This program positions Bacardi as an employer of choice for talented women and helps establish stronger career paths toward senior leadership. <https://www.bacardi-women-in-leadership.com/>

About S.H.E. SUMMIT

S.H.E. Summit is the renowned global leadership conference that takes place once-a-year to celebrate and accelerate the global advancement of women and gender equality. Founded by women's leadership expert Claudia Chan and named one of Inc.'s "10 most innovative conferences," S.H.E. Summit convenes 50+ thought leaders and movement drivers of today's most relevant women and societal issues on its global stage to inspire thousands of influencers to lead change in the world. Offering a transformational experience of CONNECTION, EDUCATION & ACTIVATION, S.H.E. Summit ignites women and men to RISE to their highest potential and LIFT others in the process with the mission of achieving gender equality by 2030. Now in its sixth year, past speakers have included Kelly Clarkson, Sallie Krawcheck, Soledad O'Brien, U.N. Ambassador Samantha Power, Reshma Saujani, Gretchen Rubin, Catherine Malandrino, Lauren Bush, Jen Welter and many more. S.H.E. Summit is a business unit of S.H.E. GLOBAL MEDIA, a women's empowerment company founded by Claudia Chan.

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