



BACARDI ANNOUNCES GLOBAL LEADERSHIP APPOINTMENTS FOR BACARDÍ® RUM AND PATRÓN® TEQUILA

Hamilton, Bermuda, January 30, 2025 – Bacardi, the world’s largest privately held international spirits company, announces global appointments to two of its leading brands. **Roberto Ramirez Laverde** moves from leading BACARDÍ® rum to the open role of **Global SVP PATRÓN® and Agaves** and the company welcomes industry veteran **Pedro Mendonça** to the role of **Global SVP BACARDÍ and Rums**.

Roberto Ramirez Laverde takes on the agave category, including tequilas PATRÓN and CAZADORES, along with ILEGAL MEZCAL, following eight years with the company rum, most recently leading BACARDÍ rum brand at the global level. This move follows standout moments for BACARDÍ rum where Roberto led a team responsible for launching new partnerships with music artists, entering iconic moments in culture, and preserving the “Do What Moves You” brand platform that resonates year over year. Roberto was also instrumental in building a new Ready-to-Drink partnership with market launches this year. During his time with BACARDI rum, he led a premiumization strategy for aged rums and contributed to launching the iconic rum brand’s portfolio of premium, aged. Previously, he led Rums for Latin America and Caribbean Region, and worked across brands, including PATRÓN® Tequila, as Marketing Director for his homeland of Mexico. Roberto is a multi-awarded marketer whose accolades include “1 of the 10 most Effective Marketers in Latin America” and “Best Regional Marketer in Latin America” by Adlatina, an AdAge partner. Roberto remains based in Bermuda.

“Throughout my career, I’ve had the privilege of building iconic brands and working with high-performing teams. These experiences have enriched my knowledge across cultures and industries, preparing me for the challenges ahead,” says Roberto Ramirez Laverde. “I am genuinely excited and grateful to step into my new role to lead PATRÓN - the leading ultra-premium tequila brand. As a proud Mexican, I can’t wait to share the rich heritage and passion of our culture with the world.”

Pedro Mendonça joins Bacardi following 30+ years of spirits industry experience having built a career at Diageo leading teams in Latin America, Asia Pacific and globally. There he worked on leading brands and across categories, including rums, vodkas, whiskies, ready-to-drink and more. Through his work on breakthrough creative transformation, digital expertise and omnichannel he has been able to deliver share winning growth, in particular within the luxury segment, while also converting marks into fastest-growing brands. After building an innovation hub in Asia Pacific, he was named among the 25 Innovators of the region by PRVoke Media. His passionate, creative and purposeful brand building goes alongside a natural ability for shaping destiny, crafting opportunities, and building alignment. In addition to his spirits experience, he understands how to capture consumers’ attention via entertainment and programming having worked at HBO, Cinemax and Sony Channel. Pedro brings a global view to the role, having lived in The Netherlands, Singapore, South Florida, Brazil, Mexico, Venezuela and his home country of Portugal. Pedro will be based in London.

“I have been moved and impressed by the humanity and focus on people that is combined with a passion for drinks culture and brands with magic,” says Pedro Mendonça about joining family-owned Bacardi. “This is the perfect combination to make moments matter and create legacy beyond our time. I am proud to be joining Bacardi and calling it my new home.”

Appointments are effective immediately and both Roberto and Pedro report to Chief Marketing Officer Ned Duggan.

About Bacardi Limited

Bacardi Limited, the world's largest privately held international spirits company, produces, markets, and distributes spirits and wines. The Bacardi Limited portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, PATRÓN® tequila, 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 including WILLIAM LAWSON'S® Scotch whisky, D'USSÉ® Cognac, ANGEL'S ENVY® American straight whiskey, and ST-GERMAIN® elderflower liqueur. Founded more than 162 years ago in Santiago de Cuba, family-owned Bacardi Limited currently employs more than 8,000, operates production facilities in 11 countries and territories, and sells its brands in more than 160 markets. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

Visit <http://www.bacardilimited.com> or follow us on [LinkedIn](#) and [Instagram](#).