



BACARDI APPOINTS GLOBAL DIRECTOR OF ADVOCACY & EXPERIENCE

Industry leader returns to Bacardi as company remains committed to supporting the trade

Hamilton, Bermuda, July 6, 2026– Bacardi, the world’s largest privately held international spirits company, announces the return of **Shervene “Shev” Blackburn** as **Global Director of Advocacy & Experience**. In this role, she will support the company’s position as a trusted partner to the global bar and hospitality community by bringing together advocacy, bartender engagement, and world-class guest experiences.

Shev, who previously spent a decade at Bacardi, returns after several years in marketing and on-trade regional and global roles for another spirits company. She brings 20+ years of industry experience across operations, advocacy, customer, and consumer marketing. Shev now reports to Sean Kerry, Global VP, On-Trade, Strategic Partnerships & Brand Homes at Bacardi, and is based in London.

“The hospitality world runs on more than great service; it's built on authentic relationships, mutual respect, and unforgettable experiences. As a family-owned company, relationships truly matter at Bacardi and serve as the foundation for how we work with our partners to deliver memorable guest experiences,” says **Sean Kerry, Global VP, On-Trade, Strategic Partnerships & Brand Homes at Bacardi**. “Shev has deep roots in our industry that will further strengthen our work supporting our partners at the world’s most influential bars, restaurants, and hotels.”

During her time at Bacardi, Shev held roles in Regional Customer Marketing and as Head of Advocacy for the UK. Her efforts included leveraging digital and insights to drive commercial growth, building multi-channel programming for brands, and supporting the launch of innovations. Shev began her Bacardi career in 2010 as BACARDÍ Rum Brand Ambassador for the UK. Working directly in the field gave her an authentic understanding of and appreciation for the work ambassadors do every day and the impact they make. She began her career in Edinburgh’s dynamic hospitality scene, where she developed a strong appreciation for how brands shape culture and foster community.

“There has never been a more important time to invest in advocacy and experience. As the trade calls out for community engagement and guests crave real-life connection, the need to evolve how brands support hospitality must be front and center of future brand building,” says Shervene Blackburn. “I am beyond excited to return to Bacardi and lead the charge on this important mission.”

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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’USSE® Cognac, ANGEL’S ENVY® American straight whiskey, and ST-GERMAIN® elderflower liqueur. Founded more than 164 years ago in Santiago de Cuba, family-owned Bacardi Limited currently employs approximately 8,000, operates production facilities in 10 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 www.bacardilimited.com or follow us on [LinkedIn](#) and [Instagram](#).