

FOOD AND BEVERAGE

Bacardi Limited announces senior leadership shifts

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Francis Debeuckelaere has been with the Bacardi family for nearly 30 years. Image credit: Business Wire

By LUXURY DAILY NEWS SERVICE

Bacardi Limited, the world's largest privately held spirits company, is shaking up its senior lineup, starting with the retirement of a longtime executive of the firm.

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Francis Debeuckelaere is stepping down as regional president of Western Europe, Australia and New Zealand. His final day will be March 31.

"I want to give a heartfelt thank you to Francis for his many years of service," said Mahesh Madhavan, CEO of **Bacardi Limited**, in a statement. "He is a true industry professional and a friend to many of us.

"His expertise and deep knowledge of the business and markets have played such an invaluable role in building our business and brands," he said.

One big family

Mr. Debeuckelaere began his nearly 30-year history with Bacardi as marketing director of Bacardi Belgium and Luxembourg after having previously worked for Nestl and Belgian drinks company Alken-Maes.

Over the years, he began moving his way up Bacardi's managing hierarchy, becoming vice president managing director of northern Europe and then regional president of Europe at Bacardi-Martini before moving into his current position.



Ignacio del Valle has been with the company for 25 years. Image credit: Business Wire

Beyond this, Mr. Debeuckelaere will move into a consulting role, providing support and guidance on company initiatives.

Taking over responsibilities of Australia and New Zealand will be Vijay Subramaniam, who will add them to his role of regional president of Asia Middle East and Europe and global travel retail.

Stepping into the newly-vacant role of regional president of Western Europe, is another long-standing member of the Bacardi team, Ignacio del Valle.

In fact, Mr. del Valle's family has been with the Bacardi family for six generations.

A graduate of American University's School of Business, he himself has been the regional president of Latin America and Caribbean for six years.

To fill Mr. del Valle's place, Pete Carr will affix leadership of Latin America and Caribbean to the responsibilities assumed of him in his newly-created role as Bacardi's global growth officer, beginning April 1.

Mr. Carr previously worked for Diageo, which recently released Tequila Don Julio Rosado Reposado ([see story](#)).

Bacardi's internationally-renowned portfolio of wines and spirits comprises more than 200 labels including Patrón tequila, which released a campaign in December honoring its centuries-old artisan traditions ([see story](#)).

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