



JOHN ESPOSITO JOINS BOARD OF MCKINNEY ROGERS®

Seasoned Drinks Professional Adds to Firm's Breadth and Depth of Expertise

New York, NY – January 18, 2012 – The international business execution firm, McKinney Rogers, today announced the addition of John Esposito as a senior board member. In this role, Esposito will focus on driving business growth for the Americas and building the brand globally.

“John is a fantastic addition to our Global Leadership Team,” stated McKinney Rogers CEO Damian McKinney, in making the announcement. “John has been a bedrock of the drinks industry where his unparalleled expertise has built and driven multiple brands. As a long standing client, John can personally attest to the McKinney Rogers approach and client-focused results delivered by business execution.”

Mr. Esposito has more than 30 years of experience in spirits and wine, and an unparalleled reputation in the industry. Most recently, Esposito was President and CEO of Bacardi U.S.A., Inc. and Bacardi North America. Under his leadership, Bacardi realized a vision to become the number one value creating premium Spirits Company. Prior to Bacardi, he was President and CEO of Moët Hennessy USA, a leading wine and spirits importer in the United States. Previously, he held a number of key industry positions including President and CEO of Schieffelin & Somerset, President of Premier Beverage Co. of Florida, Vice President and Director of Sales for W.A. Taylor & Co., and Vice President, National Sales Manager, Seagram Wine Co.

“I am excited to be joining a company I have believed in for years,” Esposito said. “Having been on both sides of the relationship, my experience reaping great success from the McKinney Rogers approach will be invaluable to their clients. I look forward to sharing best practices across industries.”

McKinney Rogers' proprietary Mission Leadership© approach drives superior business performance through a holistic approach to business execution even in a time of unstable economies, an increasingly competitive marketplace, and political unrest. Leveraging this unique philosophy, McKinney Rogers empowers business execution by delivering clarity of strategy, organizational alignment, high performance teams and effective performance measurement.

About McKinney Rogers

McKinney Rogers (www.mckinneyrogers.com) is a global firm of business execution experts. Their approach takes its inspiration from military strategy with a series of steps to ensure execution of the business mission effectively. Clients such as Bacardi, Diageo, Pfizer, Wal-Mart and Zurich use McKinney Rogers to raise the performance of their leadership teams. McKinney Rogers now has operations in the U.S., UK, Europe, Africa, Asia and Latin America.

