



Sandy Mayo is *Global Category Director – Sparkling Wines and Vermouths*. She is responsible for overseeing the global strategic direction of the MARTINI portfolio of premium products. Sandy joined the Bacardi Global Brands and the MARTINI team in January 2013 and is based at Bacardi Global Brands' headquarters in London.

Prior to joining the Bacardi, Sandy served as the Global Brand Business Director for Penfolds for Treasury Wine Estates (TWE), where she was responsible for developing brand vision and performance. During Sandy's tenure, TWE experienced double-digit acceleration of growth. She also championed a strategic growth plan for Greater China that created a step change for the market.

A strategic brand marketer, Sandy has extensive experience in the global development of luxury and premium alcohol brands. Prior to joining TWE she was Global Brand Director for Courvoisier Cognac with Allied Domecq, based in Europe, where she responsible for the development and implementation of the five year global brand strategy, and Diageo in Sydney as Senior Brand Manager for Stolichnaya Vodka and Stoli Ruski.

A graduate of business from University South Australia, Sandy began her career as Brand Manager Bacardi Australia.