

Jessica spends her days cultivating stories for the world's largest privately held spirits company. As Global Director of Corporate Communications for family owned Bacardi, her role is to showcase industry leadership, the unique company culture, and protect the reputation of the company which owns more than 200 brands and labels including BACARDÍ rum, GREY GOOSE vodka and BOMBAY SAPPHIRE gin. Jessica also leads a team of archivists who serve as guardians of more than 158 years of company heritage.

She first joined Bacardi in 2011 to create the company's first global internal communications function and since has helped launched sustainability programs, the first corporate social media strategy and worked on various brand acquisitions. Prior to joining Bacardi, she held corporate communications roles with global industry leaders including Tyco ADT, DHL and Lucent Technologies.

A recipient of PR Week 40 Under 40 and PR News' 15 to Watch, Jessica has a M.S. in Communications Management from Syracuse University and a B.S. in Communications from the University of Miami. She was in the inaugural class of a Bacardi Leadership Program at Harvard Business School and is Accredited in Public Relations (APR). A German citizen raised in Ecuador; she now calls Miami home. A champion for environmental sustainability, you will often find her underwater scuba diving. When on land, her spare time is devoted to her work as President of the Board of Directors for Suited for Success / Dress for Success Miami.