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Diageo announces changes to Executive Committee

After 18 years with Diageo Andy Fennell, currently President, Diageo Africa and a member of the Executive Committee since 2008, is leaving Diageo at the end of the current fiscal year. John O’Keeffe, currently Managing Director, Guinness Nigeria, is to be appointed President, Diageo Africa, joining the Diageo Executive from 1 July 2015 and reporting to Nick Blazquez, President Diageo Africa & Asia. In addition Diageo has today announced that Soren Lauridsen will be appointed Managing Director, Guinness Nigeria following a transition with Andy and John during May and June 2015.

Ivan Menezes, Chief Executive Diageo, commented;

“Andy Fennell has decided to leave Diageo after 18 successful years when he has been Global President for Smirnoff, Chief Marketing Officer and more recently President of our African business. We wish him every success as he reaches out for new challenges.

“We have been able to ensure a smooth transition for both Diageo’s African business and for Guinness Nigeria. John O’Keeffe will bring marketing and general management experience to the Diageo Executive and his experience in innovation will be key as we look to increase our mainstream spirits business in Africa. Soren Lauridsen has already joined Diageo and will bring strong leadership skills to his new role in Guinness Nigeria from a career which has taken him from the Nordics to Asia and from Unilever to Carlsberg and now to Diageo. I look forward to working with them both to achieve our ambition.”

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About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands across spirits, beer and wine categories. These brands include Johnnie Walker, Crown Royal, J&B, Buchanan’s and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo’s global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

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