



Robert Furniss-Roe is a senior advisor to Bacardi, Ltd., and previously served as Bacardi USA's President for North America headquartered in Coral Gables, **where he** was responsible for running the North America region for Bacardi brands in USA, Canada and Caribbean. Joining Bacardi in 1989, he has held numerous positions within the company including president for Latin America and vice-president for global sales. Prior to joining Bacardi, Robert held marketing positions with Dunhill and L'Oreal. He is well respected in the beverage field for his expertise in corporate management. At Bacardi USA, he led the introduction of new trademarks including D'Usse cognac, the Facundo Rum Collection, and Grey Goose. He also led a series of initiatives to improve performance in on-premises business. Robert earned a master's degree from the University of Oxford in modern languages and was honored to be awarded the Diplome de la Chambre de Commerce de Paris. He serves on the board of trustees of St. Thomas Episcopal Parish School. Robert is completing his first three year term as a director *of the Zoo Miami Foundation*. Tina Furniss-Roe, PhD, *Robert's spouse*, served on the Zoo Miami Conservation Committee during the development of the Zoo Miami Conservation and Research Plan.