

# Sharon Keith appointed national Marketing Director of Guinness UDV

Guinness UDV has scored a major coup by appointing Sharon Keith as its national Marketing Director.

With fifteen years in the local and international consumer industry, Sharon brings a wealth of experience to the liquor industry. Her new portfolio includes South Africa's leading alcohol brands such as Bell's, Johnnie Walker, J&B, Smirnoff, Guinness and Captain Morgan.

Having started her career with Unilever, working mainly in the tea and coffee categories, Sharon stayed with the beverage industry by joining The Coca-Cola Company. She moved from Marketing Manager of fruit flavoured brands in South Africa to Global Brand Manager for sports drinks at its corporate head office in Atlanta.

Moving back to SA, Sharon took up a post as the Strategic Marketing Director, then brand director on Coca-Cola and most recently marketing director Southern Africa for Coca Cola.

Gary May, Managing Director at Guinness UDV South Africa says he is delighted to welcome Sharon to the team.

"Sharon has made her mark on the local and international beverage industry and brings a wealth of experience and is a great addition to our team."

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