



NEWS RELEASE
26/10/2006

Desmond Sydney is B&B's new Marketing Manager

B&B DISTRIBUTION'S DYNAMIC marketing team is now being lead by accomplished marketer Desmond Sydney.

Mr. Sydney takes over this responsibility from **André Thomas** who is now B&B Distribution's General Manager/ Director.

Mr. Sydney, who is responsible for all matters related to the marketing of the brands within The BHL Group's portfolio, has an extensive background in marketing. An employee of Nestlé Trinidad and Tobago Limited for 12 years, Mr. Sydney started as a Security Guard before working his way through the ranks to Marketing Trainee, Product Specialist, Brand Manager, Regional Events Marketing Manager and finally Category Sales Development Manager. He also spent two years as S.M. Jaleel & Company Limited's Caribbean Manager before assuming the post of Commercial Manager at Red Stripe, Jamaica.

The new Marketing Manager said, "My first few days will be spent absorbing the internal workings of the BHL organisation and the challenges that are being faced with the ever-changing economic landscape, including the impact of globalisation on the competitive environment."

He noted that cross-functional problem solving is one of the key pillars of his framework to take the organisation forward. "I believe it is very important to get ideas from persons at different levels and areas within the organisation when planning a program. This allows us to pool ideas from a wider cross-section while identifying potential barriers or challenges."

He added, "Ensuring that at all times we have the right blend of talent and experience necessary to drive an aggressive agenda is crucial. This will push the creative boundaries both from a planning and execution perspective, thus challenging the "Status Quo" as we know it."

The marketer holds a BSc. in Management Studies with a concentration in Marketing, a Post Graduate Diploma in Human Resource Management and is currently pursuing a Masters in Human Resource Management, and is a firm believer that education is key to unlocking the future.

...more



PIX CAPTION:
B&B Distribution's new Marketing Manager Desmond Sydney.