

William Ramos

BACARDI® Brand Master

For William Ramos, being appointed Bacardi Corporation's Brand Master was a natural step in his professional development and personal journey. As he embarks on his seventeenth year in the company, his passion for knowledge and ability to share it with those around him remains a steady compass in his career.

Since his early days in the distillery, Ramos developed a keen interest in the rum making process and began reading about everything surrounding the production and blending cycles of the world's most famous rums. He used to visit Master Blender José Gomez and spend long hours asking all kinds of questions about the different rums and their formulas. At that time, Gomez was the only person in charge of conducting seminars and rum tastings for the company guests and incentive groups. Aware of Ramos' innate curiosity and hard working attitude, Bacardi Communications Department recruited him to take part in a training program, directed by Gomez, where he acquired through knowledge in commitment and contagious enthusiasm were immediately noted and after an intensive learning period in the Bacardi labs and process units, Ramos earned the title of Brand Master, receiving the **1999 Bacardi Excellence Award**.

To further his communication skills and industry know-how, Ramos is in constant training under Gomez' tutelage, updating information on the products and attending trade seminars. His efforts have brought positive results. For the past eight years, Ramos has been successfully conducting *Belief* seminars and tastings in the Bacardi Corporation headquarters in Puerto Rico and in selected venues throughout the world. He has also addressed university students on the topics of distilled spirits & the appropriate alcohol consumption practices. Besides the Rum knowledge seminars, he has assisted in the development of parallel courses on whiskey and gin and has been active in the training of bartenders in areas such as bar management and beverage mixing. Ramos is in charge of the *Bacardi Belief*, an intensive training program aimed at company employees, distributors, sales force and bartenders, which are offered at Bacardi Visitors Center. Along with Bacardi USA's Brand Team, Ramos has trained three BMA's to help him educate everyone on all aspects of history, production and mixology.

Ramos' goal is to continue spreading the spirit of Bacardi and its 147-year-old history around the world.



William Ramos has shared his rum passion with over 75,000 people for the past eight years. His goal is to continue spreading the magic of Bacardi and its 147 years of rich history while providing a unique learning experience.

Are you ready to discover it?