

Tito's Handmade Vodka appoints Alex Borbolla

Fifth Generation, Inc., the owner of Tito's Handmade Vodka, has announced the hiring of Alex Borbolla as International Commercial Manager. Based in Miami, Florida, and reporting to John McDonnell, Tito's Managing Director, International, Borbolla will manage sales and marketing goals and strategies with Tito's distributors in Latin America/Caribbean, Europe/Middle East, Asia/Pacific and global duty free.



Working with Seagram Spirits and Wine Group in the Caribbean and Latin America, Borbolla began his career in the global beverage industry in 1992. The professional then moved on to Jose Cuervo International where he led the company's portfolio of tequila & rum brands and managed distributor relationships in key markets in the Americas and Asia. Supporting brand portfolio volume reach half a million cases and securing Jose Cuervo's place as the category's top-selling brand in the region, in his role as Regional Director, Jose Cuervo, Caribbean/Latin America, Borbolla led the company's expansion in the market.

"Alex has an impressive 25-year track record in the international [beverage] industry, managing and building iconic brands such as Chivas Regal, Absolut, Jose Cuervo and 1800 Tequila.

As Tito's continues to excite consumers across the globe, Alex's experience in sales, marketing and distribution strategies in developed and developing international markets will be invaluable in positioning Tito's for future growth and success. We're thrilled to welcome him to the team," says McDonnell.