

## Acosta Names Ramin Eivaz Chief Marketing Officer

(Jacksonville, Fla., October 20, 2009) – **Ramin Eivaz has joined Acosta Sales and Marketing Company as Chief Marketing Officer (CMO).** In this role Ramin will have full responsibility for the growth and development of Acosta Marketing Services.

Acosta Marketing Services is composed of the following areas: Analytical Services (category management and space technology), Acosta Insights (shopper insights, trade optimization, pricing, and other strategic services), MatchPoint Marketing (consumer promotions), and Promo Depot (promotional products).

“Marketing Services represents a tremendous growth opportunity for Acosta,” said Acosta President and CEO Robert Hill. “As CMO, Ramin will ensure Marketing Services rapidly grows as a critically important differentiator and driver for Acosta.”

Ramin brings extraordinary marketing services experience to Acosta. Earlier in his career he held positions of increased responsibility with E&J Gallo Winery, PepsiCo and Kimberly Clark. He spent six years with PepsiCo, last serving as Vice President, Business Intelligence and Consumer Insight with responsibility for developing and managing market intelligence, third-party data, industry-wide e-collaboration, analytics, shopper insight, category management, sales force training, and providing leadership and governance for the PepsiCo enterprise resource planning initiative.

While at Kimberly Clark, he last served as Vice President, Insight, Strategy & Growth for the \$12 billion North Atlantic consumer division where he had divisionwide responsibility for insight generation, creation of advanced and differentiated insight capabilities, category management, development and integration of strategies, marketing services, creation and prioritization of growth agenda, development, and launch of products and categories new to Kimberly Clark.

Most recently, Ramin served as Senior Vice President, Director Insight & Innovation for Wachovia Corporation, the fourth largest bank holding company in the U.S., where he was responsible for establishing industry-leading insight and innovation functions including consumer targeting, advanced analytics and modeling, and market/consumer research with the goal of propelling organic growth and attracting new customers.

Ramin is a graduate of California State University with a bachelor’s degree in computer science and an MBA.

### **About Acosta Sales and Marketing Company**

Acosta Sales and Marketing Company is a leading full-service sales and marketing agency in North America, providing outsourced sales, merchandising, marketing, and promotional services to manufacturers in the consumer packaged goods (CPG) industry. Headquartered in Jacksonville, Fla., Acosta has more than 13,000 associates and has operations throughout the U.S. and Canada. For more information visit [www.acosta.com](http://www.acosta.com).

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