

Seventh Generation is one of the country's leading eco-friendly brands, and the man in charge of spreading the brand's gospel of non-toxic, renewable household products is Joey Bergstein. Before helming Seventh Generation's marketing efforts, Joey was a senior vice president of major spirits company Diageo's global rum division. Sales doubled under Joey's watch, and he helped transform Captain Morgan into a global brand.

Joey is the recipient of the Cojones "Be Bold" award for being a bold advocate for environmentally responsible products.

## "BE BOLD" WINNER



Joey Bergstein

GM and CMO, Seventh Generation