



International Center for Alcohol Policies
Analysis. Balance. Partnership.

FOR IMMEDIATE RELEASE

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**ICAP Announces Appointment of Sean O'Neill
as Chairman of Board of Directors**

O'Neill, Chief Corporate Relations Officer of Heineken, appointed for two-year term

(Washington, D.C., August 24, 2011) The International Center for Alcohol Policies (ICAP, www.icap.org) is pleased to announce that Sean O'Neill, Chief Corporate Relations Officer for Heineken, has been appointed Chairman of the ICAP Board of Directors for a two-year term.

"I am delighted to welcome Sean O'Neill as ICAP Chairman of the Board," said ICAP President Marcus Grant. "His depth of international experience with alcohol policy and communications brings welcome expertise to our organization's strategic leadership, especially given our role as lead implementing organization for 27 projects in 18 countries through Global Actions on Harmful Drinking."

Commenting on his appointment, Sean said, "I am very much looking forward to supporting and working with Marcus, the ICAP team and my industry colleagues at what is an important time for our industry. Working together, we will ensure that ICAP remains focused on identifying effective, science-based approaches to policy and that the global alcohol industry continues its positive and proactive response to the challenge of reducing harmful drinking." Sean joined Heineken in mid 2004 and has overall global responsibility for the company's Corporate Affairs, Communication, Sustainable Development, and Corporate Social Responsibility agendas.

Before joining Heineken, Sean spent eight years in senior roles within the beverage alcohol sector, first as Communication and Corporate Affairs Director for Guinness Brewing and then, following the merger of Guinness and UDV, as Brand and Market Communication Director for Diageo.

Sean also worked for nearly seven years with Burson-Marsteller, one of the world's leading communication consultancies first as Associate Director in the United Kingdom, then in a series of international roles most notably as Communication Project Director for the Russian privatization program based in St. Petersburg, General Manager of the company's Middle East business based in Cairo, and Marketing and Corporate Communication Director for the

company's Australian and Asian practice.

To learn more about ICAP's resources and meet members of our staff, watch our dedicated YouTube channel, www.youtube.com/ICAPResources. The Global Actions initiatives are being documented at www.global-actions.org and are also highlighted on the Global Actions [Facebook](#) page.

The International Center for Alcohol Policies (ICAP, www.icap.org) is a not-for-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP's mission is to promote the understanding of the role of alcohol in society and to help reduce harmful drinking worldwide. Uniquely situated as an organization with global reach as well as regional expertise, ICAP works to foster dialogue and partnerships involving governments, the public health community, the beverage alcohol industry, civil society, and others interested in alcohol policy. ICAP's work in the alcohol policy field is shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs.

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