

Facebook VP, former Diageo exec join Hertz board

The Associated Press

Rental car company Hertz Global Holdings Inc. said Wednesday that a Facebook marketing executive and a former executive with alcohol maker Diageo have been elected to its board.

Carolyn Everson is a marketing vice president for Facebook Inc. and a former Microsoft Corp. executive. The company said Everson's experience with social media and digital platforms was valuable as Hertz builds its online services.

Hertz has a car-sharing service that competes with Zipcar, which is popular with tech-savvy consumers in metropolitan areas and on college campuses. Zipcar was bought by Hertz rival Avis Budget Group Inc. this year.

The Park Ridge, N.J., company also added Debra Kelly-Ennis to its board. She was president and CEO of Diageo plc's Canadian operations from 2008 to June 2012.

Hertz shares rose 23 cents to \$25.20 in afternoon trading.

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