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# The Coca-Cola Company Elects New Corporate Officer

ATLANTA--(BUSINESS WIRE)-- The Board of Directors of The Coca-Cola Company today announced the election of Manuel “Manolo” Arroyo as an executive vice president of the company, effective Jan. 1, 2024. There are no changes to Arroyo’s duties as global chief marketing officer, a role he has held since January 2020.

Arroyo is responsible for global category teams; Integrated Marketing Experience, including media, digital marketing, design, marketing assets, human insights and marketing performance; marketing operations and capabilities; and the marketing transformation office.

The board has also revised the titles for several other officers who already hold elected roles. No job duties have changed. These title revisions will be reflected in executive biographies on the company’s website in January.

## **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company’s purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our water, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak and Ayataka. Our juice, value-added dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We’re constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people’s lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at [www.coca-colacompany.com](http://www.coca-colacompany.com) and follow us on [Instagram](#), [Facebook](#) and [LinkedIn](#).

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