May 8, 2024

Carlos Pagoaga to be Named President of The Coca-Cola Foundation

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company today announced that Carlos Pagoaga, a 34-year veteran of the company, will be named Vice President of Global Community Affairs for The Coca-Cola Company and President of The Coca-Cola Foundation.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20240508295199/en/

Carlos Pagoaga (Photo: Business Wire)

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Pagoaga is expected to begin his new duties June 1, succeeding Saadia Madsbjerg. Madsbjerg has served as head of the Foundation for three years and is stepping down to pursue other professional opportunities.

Pagoaga currently serves as the Foundation's Senior Director, circular economy, where he is responsible for directing global recycling initiatives. In his expanded role, Pagoaga will manage all Foundation operations, which includes grant making; financial requirements; and regulatory compliance for domestic and international philanthropy.

"Carlos has tremendous global experience with the company and will bring a wealth of insights to his expanded role as leader of The Coca-Cola Foundation," said Bea Perez, Executive Vice President and Global Chief Communications, Sustainability & Strategic Partnerships Officer at The Coca-Cola Company. "Carlos will build on the great progress Saadia has made in shaping the strategic direction of the Foundation for the future. I thank Saadia for her service and congratulate Carlos on his new role."

Pagoaga's appointment is contingent on formal election by the Foundation board, which is chaired by Perez.

"I'm thrilled to have the opportunity to lead The Coca-Cola Foundation and to work with our partners," Pagoaga said. "I'm deeply proud of the role Coca-Cola plays in the world and of the Foundation's contributions to so many groups and communities."

Pagoaga joined Coca-Cola in 1990 in Corporate Latin Affairs, where he managed relationships with Latino organizations and elected officials across the United States. He later moved to the company's North America unit, where he managed multi-cultural communications.

Pagoaga joined the Foundation in 2007 and has been responsible for a wide variety of duties. He has directed multiple large grants, such as Replenish Africa Initiative, Project Last Mile and Atlanta BeltLine.

Pagoaga serves as chair of the board of directors of the Association of Corporate Citizenship Professionals, trustee for The Nature Conservancy in Georgia and Georgia Advisory Board

member for Trust for Public Land.

He previously served as chairman of the National Hispanic Corporate Council, The Latin American Association and the Georgia Hispanic Chamber of Commerce. He is past Communications Committee chair for the Piedmont Park Conservancy. He was a member of the Atlanta Regional Commission's Regional Leadership Institute class of 1997 and the Leadership Atlanta class of 2009.

Pagoaga was born in Havana, Cuba, and raised in Atlanta. He earned a bachelor of business administration degree in marketing and an MBA, both from Georgia State University in Atlanta.

Pagoaga will report to Perez.

About The Coca-Cola Foundation

The Coca-Cola Foundation's mission is to make a difference in communities around the world where The Coca-Cola Company operates and where our employees live and work. We support transformative ideas and institutions that address complex global challenges and that leave a measurable and lasting impact. Our giving is focused on sustainable access to safe water, climate resilience and disaster risk preparedness and response, circular economy, economic empowerment, and causes impacting our hometown community. Since its inception in 1984, The Coca-Cola Foundation has awarded grants of over $1.6 billion in service of its mandate to strengthen communities across the world.

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 and follow us on Instagram, Facebook and LinkedIn.

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