

Coca-Cola Company names Henrique Braun Executive Vice President and COO

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The Coca-Cola Company announced Henrique Braun has been named Executive Vice President and Chief Operating Officer, effective Jan. 1, 2025. In this expanded role, Braun will be responsible for all of the company's operating units worldwide. He will report to Chairman and CEO James Quincey.

Braun currently serves as EVP and President of International Development, overseeing the company's operating units for Latin America; Japan & South Korea; ASEAN & South Pacific; Greater China and Mongolia; Africa; India & Southwest Asia; and Eurasia and the Middle East.

As COO, Braun will add oversight of the North American and European operating units.

"Henrique has built an impressive track record of driving our growth strategy along with numerous operational accomplishments, all while keeping the consumer as the centre of decisions," Quincey said. "He has proven to be a trusted, strategic leader with a reputation for developing talent and delivering results."

Before his current role, Braun served as President of the Latin America operating unit from 2020 to 2022 and as President of the Brazil business unit from 2016 to 2020. From 2013 to 2016, he was President of the company's Greater China &

Korea business unit.