

# The Coca-Cola Company



## Roman Manthey, VP Supply Chain, System Value Creation

I'm now working since 11 years with Coca-Cola leading large Operations (Manufacturing & distribution), founding and running Engineering internationally (Americas, SE Asia, Indian Subcontinent, China, Germany). Throughout this time I have managed from 1700 People reporting to me to a Matrix organisation sitting on Management Boards, SC Leadership teams across various territories. My accountabilities in CAPEX were approx. 600-700 Mio.USD and included also an accountability for Supplier negotiations and relationship management. My experience expanded into various beverage categories as Coca-Cola embarked into these - Brewed teas, Dairy products, Coffee, Water, Juices and Carbonated Soft Drinks. during this time I was continuously working as a change agent when functionalising Engineering in Europe, changing operations to be come more productive, optimising CAPEX spend and being accountable for various Greenfield projects.



From our roots at the counter of a local Atlanta pharmacy, to our current portfolio of more than 200 beverages, The Coca-Cola Company is one of the most globally-recognized brands in the world. Today, our lineup features beloved beverage brands, including Coca-Cola, Sprite, Fanta, smartwater, Dasani, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Goldpeak, Minute Maid, Simply, fairlife and more.

The Coca-Cola Company is committed to bringing about real change – to our industry, to our local economies, and to the world around us. Through constant evolution, we continue to reimagine the way we refresh the world and make a difference.

## DEPARTMENT BREAKDOWN

### WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Driving System Value across >200 franchisee bottlers

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Accenture, CapGemini

### HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

Matrix organisation globally

### WHO DO YOU REPORT TO?

President Global Supply Chain

### WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

Up to €10 million

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

Benchmarking to Value Creation -a way to identify savings opportunities via KPIs and Best practices and reapply them in all global franchisees and KO owned organisation

### WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Anyone who can do Apps which include AI and Chat function to link different organisations globally, incl. Hosting splits, i.e. for China

### WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

Within 12-18 months

### WHAT IS YOUR BUDGET FOR THIS PROJECT?

€4 million

**What technology/services are of strategic importance to you in the next 12 months?**

**Please indicate level of need/importance below.**

**We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.**

Implementing blockchain technology for transparent and secure supply chain tracking	B
Adopting AI-driven demand forecasting to reduce excess inventory and improve order accuracy	A
Leveraging IoT devices for real-time monitoring of goods across global supply chains	A
Transitioning to green supply chains by integrating sustainable practices and suppliers	B
Utilizing advanced analytics for optimizing logistics and reducing transportation costs	C
Developing resilient supply chains through diversified sourcing and risk management strategies	A
Enhancing supplier collaboration through cloud-based platforms for better information sharing	E
Implementing just-in-time inventory systems to minimize stock levels and reduce waste	E
Expanding the use of robotic process automation (RPA) to streamline warehouse operations.	B
Creating a more ethical supply chain by leveraging tools to better enforce labor and environmental standards amongst suppliers	C
Building, optimizing, and expanding same day delivery programs (B2C, D2C, and/or store replenishment) profitability	B
Deploying machine learning models to predict and mitigate supply chain disruptions before they occur	A
Leveraging AI/ML to drive targeted actionable data-driven insights to improve space, inventory, promotions, and merchandising operations	D
Integrating customer feedback loops to improve product quality and supply chain responsiveness	D
Developing skills and training programs to enhance supply chain management capabilities.	E