The Coca-Cola Company

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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 identfify 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 AI-driven predictive analytics to forecast demand and optimize inventory management in real-time.	E
Utilizing AI for enhanced route optimization to reduce shipping times and transportation costs.	B
Leveraging machine learning algorithms to improve supplier selection and procurement strategies.	C
Employing AI tools for automated warehouse management, enhancing picking and packing efficiency.	A
Integrating AI to monitor supply chain risks and automatically initiate mitigation strategies.	D
Developing AI solutions to analyze large datasets for better supply chain visibility and decision-making.	C
Using AI to streamline cross-border supply chains by predicting and managing customs and compliance issues.	C
Implementing AI-driven chatbots and virtual assistants to support supply chain customer service operations.	A
Utilizing AI for quality control processes, enabling real-time defect detection and correction.	A
Deploying AI-based cybersecurity solutions to protect supply chain data and operations from cyber threats.	B
Investing in AI to optimize the last-mile delivery process, enhancing customer satisfaction.	A
Exploring the use of AI in circular supply chains to maximize resource efficiency and sustainability.	C
Adopting AI-powered tools to facilitate dynamic pricing strategies based on supply chain cost fluctuations.	E
Leveraging AI to better understand supplier performance and enhance collaboration in the supply chain.	E
Exploring the integration of AI with IoT devices to create smarter, more responsive supply chain networks.	B