

Nikos Koumettis

Nikos Koumettis was appointed President, Central & Southern Europe Business Unit, of The Coca-Cola Company, based in Athens, effective 1 April 2011. Nikos was appointed President, Coca-Cola, Ltd., based in Toronto, Canada on 1 June 2008. While in Canada, he successfully led the franchise in re-establishing business fundamentals and returning to growth. Under his leadership, Canada grew the Coca-Cola Trademark for the first time in seven years, and a new culture of winning was instilled – resulting in the Business Unit's first-ever Woodruff Cup qualification in 2009. In 2010, Nikos led Coca-Cola Canada into a 2nd consecutive Woodruff Cup, after flawless execution of the Winter Olympics, creation of an aligned system, increases in corporate reputation and employee engagement at above high performing company levels. Nikos moved to Canada after leading The Coca-Cola Company's Adriatic and Balkans Business Unit, based in Bucharest, Romania from 2003-2008. In his previous role as President of this Unit, he developed the business in nine diverse countries, including Bulgaria, Romania, Serbia and Croatia. He was responsible for driving strong growth in the region. As a result, company brands led ready-to-drink categories in the territory. Nikos joined The Coca-Cola Company in 2001, as Southeast Mediterranean Region General Manager with responsibilities for Greece and Cyprus. Prior to joining the Company, he served in marketing roles with Kraft Jacobs Suchard, sales and distribution roles with a large Greek distribution company, Elgeka, and in commercial and logistics functions for Papastratos S. A. / Phillip Morris, the biggest tobacco company in Greece. Nikos was Chairman of the Board of Directors for Refreshments Canada (Canadian Beverage Association). He is also a member of the Advisory Board of Canada Goose, and a Trustee of the Board of the American College of Greece (Deree). From 1989-2000, he taught International Marketing & Sales Management at Deree College (Greece) and from 1992-2000, Principles of Marketing at Panteion University. He has shared his experience and perspectives on Leadership in a series of lectures to Harvard Graduates. Nikos holds a Master of Science degree in International Marketing from Strathclyde Business School, and a B.Sc. in Business Administration from the American College of Greece.

