



Constantinos Spanoudis
General Manager Ukraine & Moldova
Coca-Cola Beverages Ukraine

Biography

Born in Athens, Greece, fifty-eight years ago, graduated from the business school of Thessaloniki (DBA), attended an MBA course in Marketing at Bradford University Management Center (UK) and an MA Degree in Management Science from the University of Kent at Canterbury, UK.

My journey in the business world has essentially started thirty years ago when on the completion of a two years military service I have decided to join the Coca-Cola HBC as a Consumer and Market Intelligence (CMI) Manager; following a fast track of development, I had the opportunity to assume various roles of increasing responsibility including Operations Marketing Manager and Marketing Development positions.

Almost twenty years ago I was offered the opportunity to pursue an international career within the Coca-Cola Hellenic Group as a General Manager in a rather wide spectrum of business environment and I was privileged to be engaged in business “start-up” and “turn-around” challenges, “operating model re-engineering” and “JV managing relations” assignments to my latest one that has turned out to be a “crisis management” case.

It makes me really very proud to share with you that over the past six years in Ukraine the Coca-Cola system have been receiving international and domestic rewards and recognitions for performance excellence across the board including the Global Customer and Commercial Leadership Award among 47 nominees from all over the world and the “Sustainability - Community well-being” award from the Coca-Cola Eurasia & Africa Group for the contribution to the local community among 100 business units internationally; furthermore we have been also granted for two consecutive years the “Amber Star”, the most prestigious award for “beer&soft drinks” industry in Ukraine. Last but not the list, earlier this year along with our 25th anniversary of Coca-Cola in Ukraine we very proudly presented our Socio-Economic Impact Study (SEIS) results indicating that each job in Coca-Cola generates 17 additional jobs in Ukraine, while the investments multiplier of 12 indicates that for each hryvna of added value from the Coca-Cola system generates 12 UAH for the Ukrainian economy.

Why do you think Membership in the American Chamber of Commerce in Ukraine is important for business operating in Ukraine?

The American Chamber of Commerce in Ukraine helps business to share international standards and learn more and more about Ukrainian business environment - its challenges and opportunities. Coca-Cola Beverages Ukraine is proud to be an integral part of the Ukrainian community and active participant in the continuing development of the country's economy. The business firmly believes in the future of the country and will continue to be committed to promoting opportunities for further growth and investment in Ukraine.

What motivates you to be a Chamber Board Member?

It would be great to make the difference, and I really believe that our Coca-Cola System experience can be shared for international community voice to be heard.

**Why do you feel you are qualified to serve on the Chamber Board?
What skills would you bring to the Board?**

Coca-Cola has been a member of AmCham in Ukraine for more than 20 years consistently and continuously contributing to Chamber objectives. As a nominee for the Chamber Board I can bring over than 30 years of diverse experience in one of the leading international companies; high performance standards, good business acumen, solid entrepreneurship, effective collaboration mindset and deep understanding of market challenges and drives.

How have you been active in the Chamber over the course of the last two years?

Active involvement in activities under Food and Beverage, Agriculture and Energy Committees. Supported the Chamber's activities by engaging corporate resources and best Coca-Cola System experience.

What activity or Committee would you participate in and be responsible for?

I have a strong aspiration to apply the best of my knowledge and skills working in HR or Food and Beverages Committees, supported by exceptional expertise of the Coca-Cola System team in Ukraine, to bring the best practice of international companies to enhance the food & beverage industry and influence the investment climate in Ukraine.