



Constantinos Spanoudis

BU General Manager (Ukraine, Armenia, Moldova)

Coca-Cola Beverages Ukraine Limited

### **BRIEF BIOGRAPHY:**

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

My journey in the business world started more than thirty years ago when, upon the completion of two years of military service, I decided to join Coca-Cola HBC as a Consumer and Market Intelligence Manager (CMI). Then, after undergoing rapid development, I assumed various roles of increasing responsibility including positions in Market Development, Trade Marketing and Operations Marketing Management.

Twenty-five years ago, I was offered the opportunity to pursue an international career as a General Manager in a rather wide spectrum of business environments. I was also privileged and encouraged to become engaged in business start-up and turn-around challenges, as well as the re-engineering of the operating model, JV management relations and even crisis management.

I am exceedingly proud to share with you that, over the past nine years Coca-Cola HBC Ukraine has demonstrated solid business performance, growing our business by 50% over the past 2 years alone, while

also being recognized as one of the best employers in Ukraine, having received 13 best employer awards this year. Last but not the least, earlier this year, we very proudly presented our Socio-Economic Impact Study (SEIS) results, which indicate that each job at Coca-Cola generates 18 additional jobs in Ukraine, while an investment multiplier of 10 indicates that each hryvna of added value from the Coca-Cola system generates 11.3 billion UAH for the Ukrainian economy.

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

The American Chamber of Commerce in Ukraine offers businesses mutual support in meeting international standards and ever greater insights into the Ukrainian business environment, its challenges and opportunities. Coca-Cola Beverages Ukraine is proud to be an integral part of the Ukrainian community and an 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 a real difference, and I strongly believe that the experience of our Coca-Cola System represents a voice from within the international community that is particularly worth hearing.

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 almost 30 years and has consistently and continuously contributed to Chamber's objectives. It is my strong belief that, as a Board member, I will have the opportunity to bring forward cumulative, diverse experience from one of the leading international companies, high performance standards, outstanding business acumen, solid entrepreneurship, an effective mindset of collaboration and a deep understanding of market challenges and drives.

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

We were actively involved in activities under Food and Beverage, Sustainability and HR Committees and supported the Chamber's activities by engaging corporate resources and best Coca-Cola System experience.

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

It will be a missed opportunity if we don't leverage the exceptional experience & expertise of the Coca-Cola System bringing the best practices from around the Globe to support in our best capacity the tasks of the Food and Beverage and Sustainability Committees.

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