



**YOUR FULL NAME:**

Olena Sereda

**YOUR JOB TITLE:**

General Manager, Ukraine and Moldova

**YOUR COMPANY:**

Coca-Cola Ukraine Limited

**YOUR BRIEF BIOGRAPHY (250-300 words):**

Born in Ukraine, graduated from Taras Shevchenko National University of Kyiv (Ukraine) with PhD in Sociology, Chartered Institute of Marketing (UK) (Marketing), supplemented by mini MBA course from MCE (Brussels, Belgium) and Executing Brand Strategy course from IMD (Lausanne, Switzerland). I am also a strong believer that Consumer, Customer and Competition are the best teachers that can equip you with invaluable knowledge and hands-on real world experience.

My 20+ year career journey covers different business areas (Strategy and Insights, Marketing and Business Operations), in various industries and business formats: tobacco (Reemtsma/Imperial Tobacco, Gallaher/JTI),

alcohol (Bacardi-Martini), total beverages (The Coca-Cola Company), poultry (MHP) and direct selling (Amway). While a major part of my expertise comes from FMCG, I have a good understanding of B2B business principles from my own practice.

Different levels of responsibility allowed me to work with various geographies: from one-market deep dives (Ukraine) to cross-country functional leadership (led Strategy & Insights for a Hub of 10 countries in JTI Export Markets and Brand/Marketing for 80+ markets on different continents for MHP, Export markets). This combination has been a great opportunity to have a better view of the business from different angles and to gain a deeper understanding of stakeholders' expectations.

My last three years I'm proud to be a part of the Coca-Cola Company, which motto "People First" is proven in practice. The Coca-Cola System and The Coca-Cola Foundation have committed more than \$30 million to support Ukrainians thru our humanitarian relief efforts. We took active care about our Ukrainian employees, Ukrainian refugees abroad, internally displaced people within the country, and local communities. Family food baskets, sleeping kits, generators & heating systems, millions of litres of beverages, building a kindergarten for the local community – this is what we have done or continue doing as a member of the community we serve daily and as a socially responsible company.

I'll be happy to share my inspiration and best practice with ACC fellow members.

## ANSWER THE FOLLOWING QUESTIONS:

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

The American Chamber of Commerce in Ukraine drives international standards of doing business, as well as helps business to share international standards and learn more about Ukrainian business environment – its challenges and opportunities. The Coca-Cola Company in 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 the Chamber Board Member?

I strongly believe that ACC members can benefit from Coca-Cola experience, as well as promoting Ukrainian business opportunities among international community can play essential role to support country's post-war recovery.

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 20 years of diverse experience in various leading international companies from FMCG (tobacco, alcohol, total beverages and poultry) as well as B2B (direct selling) areas together with 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?

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.



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 Sustainability or Food and Beverages Committees, to bring the best practice of international companies and influence the investment climate in Ukraine.

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Are you a member of the Board of Directors of similar associations?

No

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