



## Sergio Zyman

### *Leading Authority on Global Marketing, Branding and Strategy*

Considered one of the most brilliant and zany global brand builders, Sergio Zyman is best known as the highly outspoken Chief Marketing Officer of the Coca-Cola Company. A best-selling author, he was founder of Zyman Marketing Group, a strategic consulting firm where he has developed a revolutionary set of principles that have proven to translate marketing strategies into positive business results. He sold the company on 2005.

In his highly animated presentations Sergio demonstrates why marketing has become top priority for business success and shows how to move more profitably in the global marketplace. He energises his audiences with his dynamic style and his unique vision of the global brand.

Sergio's record as a master marketer includes tenures with Pepsico and Proctor and Gamble, but he is best known and internationally respected for his bold actions at Coca-Cola when he re-conceptualised the company's marketing strategy and boosted worldwide annual volume from 9 billion to 15 billion cases - the most explosive growth period in the company's history.

He is also a best selling author, whose book "*The End of Marketing As We Know It*", clearly lays out his ground rules for marketing success. His insights and examples of marketing principles in action demystify marketing and explain it as a science, rather than art. In his book "*Renovate Before You Innovate*" he provides the framework for executives to challenge conventional business thinking, revitalise their marketing strategies and accelerate topline growth.

Sergio is a native of Mexico and speaks fluently in English and Spanish. With a wealth of experience and astute insights into the world of marketing Sergio is a highly sought-after speaker for his expertise around the globe.

#### TOPICS

The End of Marketing as we Know it

Connecting to the Consumer's Needs

Extending the Global Brand

Strategy for Growth in the Global Market Place

The State of Advertising

Success Through Strategic Marketing

Creativity and Innovation

Enterprise Marketing Management