



Sergio Zyman

Leading Authority on Global Marketing, Branding & Strategy

"One of the three great pitchmen of the 20th Century" - Time magazine

Sergio Zyman is the Chairman and Founder of Zyman Group and the former Chief Marketing Officer of The Coca-Cola Company. Over the course of 30+ years of hands-on marketing experience, Sergio has conceived a revolutionary set of principles that are proven to translate marketing strategies into positive business results.

TOPICS:

- A Down Economy: The Lazy Marketers
Lame Excuse
- Private Equity: It's Not About
"Managing the Business"
- Why Marketers Need to Be More Like
Politicians
- So You're On The Health and Wellness
Bandwagon? Going Beyond Trends to
Generate Growth
- Green Marketing: The Good, The Bad
and The Ugly About Going Green

LANGUAGES:

Sergio presents in English or Spanish.

PUBLICATIONS:

- 2004** Renovate Before You
Innovate: Why Doing the New
Thing Might Not Be the Right
Thing
- 2002** The End of Advertising As We
Know It
- 2001** Emotional Branding
Personal Brand Building

The End of Marketing As We
Know It
- 2000** Building Brandwidth

IN DETAIL:

Sergio holds an Executive MBA from Harvard University and attended graduate schools in London, Paris and Jerusalem. He was named Man of the Year in 1998 by the UJA. His record as a master marketer includes tenures with Pepsico and Procter 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 passionately advocates a vision of scientific, process-based marketing as the driver of sales and profits and the centerpiece of business. In 2008, he was bestowed a Lifetime Achievement Award by the Asociacion Nacional de la Publicidad.

WHAT HE OFFERS YOU:

A marketing visionary and the man who put the fizz back in Coca-Cola's fortunes, Sergio challenges audiences to re-think their marketing strategies and he provides the framework to understand customers more deeply and in ways that will help drive growth. He speaks on non-traditional growth strategies, the role of marketing in corporations, the similarities between the political process and the marketing process, and all current and social events and the impact on consumer behaviour.

HOW HE PRESENTS:

Sergio Zyman has been hailed as one of the most dynamic and charismatic speakers in the world. He energizes audiences with his entertaining and bold, unpredictable style. He is not afraid to challenge audiences and take controversial points of views.