



## Silvia Garcia

**Former Coca-Cola Global Director of Happiness, Marketing and Communication**

*"Set the conditions for your organization to thrive with measurable progress on the pillars that fuel success"*

Silvia Garcia is one of the top worldwide leaders on happiness at work and, as such, she is annually invited by the United Nations to discuss the estate of happiness in the world. As former International Marketing Director and President of the Happiness Institute of Coca-Cola, Silvia Garcia studied how positive and negative emotions influence consumer and employees' decisions.

### TOPICS:

- Positive Leadership
- Happiness: Performance and Growth
- Wellbeing: Talent and Personal Development
- Entrepreneurship
- Marketing
- Sales
- FMCG
- Retail

### LANGUAGES:

She presents in English.

### IN DETAIL:

Using the first scientific index of happiness at work, Silvia proves the impact of increasing employees' happiness at work on business results and creates new brands and products that gain immediate consumer love. During 10 years, Silvia had the opportunity to learn from worldwide experts on happiness, such as Martin Seligman, Sonja Luybomirsky, Jeffrey Sachs, his holiness the Dalai Lama, among many others. Today, as the founder of FeelLogic and Happiest Places to Work Silvia helps people: to lead a happier and more successful life.

### WHAT SHE OFFERS YOU:

Silvia shows companies how to use the latest science of happiness to create the conditions for employees and citizens to flourish, increase 30% customer satisfaction, reduce absenteeism by half and double innovation and creativity. She also helps organizations searching to create brands and communication that appeals to the emotions.

### HOW SHE PRESENTS:

Silvia is a foresighted and humorous storyteller who enjoys simplifying big, complex ideas to make them actionable for a wide range of audiences.