



Marc Mathieu

Marketing and Branding Authority

TOPIC:

Marketing and Sales

SUBTOPICS:

Business Strategy; Entrepreneurship; Innovation; Social Change

BIOGRAPHY

Marc Mathieu, the former head of Global Brand Marketing at Coca-Cola, is leading the development of a new enterprise at the intersection of human and business interest.

After working for many years with large, international corporations and global brands, such as Coca-Cola, Marc realized—and experienced firsthand—the power of brands to change people's behaviors. Seeing the growing urgency for scale within the socio-environmental movement, Marc decided to apply his vision, expertise and relationships to the creation of a branded social elevation platform directed at accelerating behavioral change around social and environmental challenges—inspiring and freeing the good within all of us, individually and collectively.

Marc was with the Coca-Cola Company from 1996 to 2008, most recently in Coca-Cola's World Headquarters as Senior Vice President of Global Brand Marketing. Whether with the manifesto for the revival of an icon, which drove the business turnaround of Coca-Cola's 120 year-old brand, *Live Positively*, Coke's sustainability platform, or the Coca-Cola DNA, a redefinition of Coca-Cola's way of marketing as a fusion of art and science, Marc's work always broke new ground.

Acknowledging the intersection between human and business needs, Marc showed businesses across Coca-Cola how to incorporate social and cultural importance into brands and everyday business practices, while including diverse, cross-functional and talented teams in the journey.

Before coming to Atlanta five years ago to lead the revival effort around Coca-Cola's Trademark and eventually Coca-Cola's Global Brand Portfolio, Marc held multiple general management positions within the company's operations. He

started in the Philippines, then moved to Southeast and West Asia, and finally, led Coca-Cola's operations in France and the Benelux.

Prior to joining Coca-Cola, Marc spent 13 years with the Danone Group, the international food and beverage leader, where he worked in marketing, sales and general management throughout Europe, Asia and North America.

A native of France, Marc has traveled the world, interacted with multiple cultures and speaks five languages. Marc holds a degree from École Supérieure de Commerce de Paris.