



SILVIA GARCIA

Former Worldwide Director Coca-Cola -
Marketing, Innovation, Communication, and the
Happiness Institute | Human Potential & AI |
Collaboration Strategist

Categorie

Transitie & Transformatie, AI, Customer
connection, Branding, Marketing & Sales,
Management & Leiderschap

Type

Sales & Marketing Speaker, Expert | Thought
leader, Visionair | Innovator

Inzetbaarheid

Board member session, Keynote speaker, Virtual
keynote

Talen

Engels, Frans, Spaans

Afkomstig van

Frankrijk

Biografie

Silvia Garcia is the former Worldwide Director at The Coca-Cola Company who helped transform one of the most iconic brands in the world by challenging tradition—and winning.

She led a global strategic shift that moved Coca-Cola from three separate brands and budgets (Classic, Zero, Light) to one unified brand strategy. The result? Stronger global brand recognition (94% of the world's population reached) with 30% lower marketing costs—future-proofing the company in an increasingly complex regulatory environment serving 2 billion daily consumers.

Today, Silvia helps organizations do the same: navigate complexity, rethink leadership, and unlock human potential in the AI era. Her message is clear:

“Let’s not just adapt to the future – let’s create it.”

From Global Transformation to Human Transformation

At Coca-Cola, Silvia led 200 countries through reorganizations, new ways of working, and major global crises—economic and sanitary. She founded The Coca-Cola Happiness Institute to equip leaders with cutting-edge communication and leadership skills. The outcome?

Leaders trained under her methodology achieved 10% higher sales and three times more creativity in problem-solving and innovation.

Her TEDx keynote, “The Power of Collaboration: What CEOs Can Learn from Kindergartners!”, was handpicked by TED Editors from tens of thousands of talks worldwide for its fresh thinking and practical insights.

Her upcoming book explores why collaboration outperforms competition and introduces her proprietary decision-making matrix, helping organizations determine what should be done by humans, by AI, or by a powerful synergy of both.