

Alfredo Rivera

Senior Advisor



Alfredo Rivera serves as a senior advisor at The Coca-Cola Company. He previously served as president of the company's North America operating unit 2020 to 2022. In this role, he helped lead the company's transformation to emerge stronger as a total beverage company, enabled by a globally networked organization.

Rivera also previously served as president of the company's Latin America group, where he oversaw the operations of four business units across nearly 40 Latin and Caribbean countries. Along with creating a networked organization, he built a strong, diverse pipeline for leadership and, in 2020, the Latin America group achieved gender balance among its business unit presidents.

While Rivera served as president of the Latin Center business unit from 2013 to 2016, the organization qualified for the company's Woodruff Cup for three consecutive years and won in 2015.

Before joining Latin Center, Rivera was Sparkling Beverages General Manager for the Mexico business unit for six years. He led the Franchise and Customer & Commercial Leadership functions to a new level of collaborative planning and execution with key customers and nine bottling partners, which resulted in surpassing revenue, profit, volume, and share objectives from 2007 through 2012.

From 2004 through 2006, Rivera served as General Manager of the Ecuador business, leading the turnaround of the business under challenging circumstances. Prior to that, he was Southeast Region Manager in the Brazil division from 1999 through 2003.

In 1997, Rivera joined The Coca-Cola Company as District Manager for Guatemala and El Salvador in the Central America and Caribbean division. During the 13 years prior, he worked for two Independent Coca-Cola bottlers in Honduras and El Salvador.

He holds a bachelor's degree in history and an MBA from the University of Southern Mississippi; he also completed the Advanced Management Program at Harvard Business School.

Person subject to the reporting requirements of Section 16 of the Securities Exchange Act of 1934, as amended.