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UNESDA Soft Drinks Europe appoints Andrew McMillin as President

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UNESDA Soft Drinks Europe, the European trade association representing the soft drink industry, announced the appointment of Andrew McMillin, President of Western Europe Operations at The Coca-Cola Company, as the new President of the association.

Commenting on his appointment, McMillin stated: â??I am honoured to lead UNESDA and represent some of the worldâ??s most loved brands which provide European consumers with great-tasting drinks for all occasions and choices. The soft drinks sector plays an important role in supporting the European economy by providing over 1.8 million direct and indirect jobs and creating 242 billion euros in value across its supply chain. A recent report established the soft drinks industry is leading innovation in the food and beverage industry. During my Presidency, I will advocate for enabling EU policies that can further advance our sectorâ??s innovation potential to foster growth, sustainability and resilience for our industry and the European economy.â?•

Andrew McMillin is the President of West Europe Operations for The Coca-Cola Company. He is responsible for the delivery of the P&L for the companyâ??s full portfolio in the region, which serves over 350MM consumers in 14 countries.

Before assuming this role, he was the President and Chief Commercial Officer for Coca-Colaâ??s North American Operating Unit. Since joining Coke in 2001, McMillin has held a variety of consumer marketing, commercial and franchise leadership roles including SVP of the Coca-Cola brand portfolio, CMO of the North American Foodservice business, Account leader for Coca-Colaâ??s Inspire Brands account team, leadership of Coca-Colaâ??s Walmart / Samâ??s marketing team, and oversight of retail shopper marketing function.