

Coca-Cola names Henrique Braun as next CEO, effective March 2026

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The Coca-Cola Company announced that its board of directors has elected Executive Vice President and Chief Operating Officer Henrique Braun as CEO, effective March 31, 2026. Braun will succeed James Quincey, who will transition to Executive Chairman after serving as CEO for nine years.

The board also plans to nominate Braun, 57, to stand for election as a director at the company's 2026 Annual Meeting of Shareowners.

Quincey, 60, will step down as CEO after a highly successful tenure. He has led the transformation of the business as a total beverage company, driven by a focus on staying closely connected to consumers. Under his leadership, the company has added more than 10 additional billion-dollar brands.

Quincey has reshaped the company's strategy and operating model to create a more agile, networked company, including a focus on digital transformation and modernised marketing. He also led the company through the COVID-19 pandemic.

As CEO, Braun will focus on opportunities to build on this strong foundation. His priorities include seeking the best growth opportunities worldwide; driving the company to get even closer to consumer needs; and leveraging technology as an enabler of business performance and growth.

James Quincey is a transformative leader," said David Weinberg, Coca-Cola's lead independent director. "James set and executed a strategy that has built Coca-Cola's status as a global leader. James will continue to be very active in the business through his role as Executive Chairman. We are confident that Henrique Braun will build on the company's existing strengths to unlock more growth opportunities and increase the power of the incredible Coca-Cola system."

Braun has served as EVP and COO since Jan. 1, 2025, overseeing all the company's operating units worldwide. He has served as EVP since 2024. From 2023 to 2024, Braun served as Senior Vice President and President, International Development, overseeing seven of the company's nine operating units.