

## Friday Plenary Session

May 9, 2014, 11:45 AM – 12.45 PM – Atrium Ballroom A

### Chris Gaffney, Coca-Cola Refreshments

Senior Vice President Technical Office, Product Supply Systems

#### ***Defining and Building Sustainable Technical Capability in an Increasingly Complex World***

##### **Abstract**

This is a fundamental strategic challenge for Coca-Cola, our customers and business partners. We are in the midst of this battle, and are learning a lot on the journey. This discussion will share thinking on the detailed definition of capability, how it increases over time, and the human side of engaging team members in implementing lasting change that drives business results.



##### **Biography**

Chris has been with the Coca-Cola system for nineteen years. He began his Coca-Cola career with Coca-Cola Fountain as a Distribution Project Manager. He took on the role of Director, National Distribution before joining the Coca-Cola North America Supply Chain team as Director of Logistics.

He led the Coca-Cola North America Logistics and Planning team for 4 years prior to becoming the President of Coca-Cola Supply in December 2008.

In 2010, Chris was selected as the Strategy Lead for the Coca-Cola Refreshments Product System Supply Business Integration. At the conclusion of the integration Chris was appointed as the Sr. Vice President Product Supply System-Strategy for Coca-Cola Refreshments. Chris assumed his current role in January 2014.

Prior to joining The Coca-Cola Company, Chris worked for four years with AJC International, a Global Food Trader as Global Operations Manager. Chris started his career with Frito-Lay and held various roles in Distribution and Logistics.

- Chris received his Bachelor and Masters in Industrial and Systems Engineering from Georgia Tech.
- Chris has been married for twenty-seven years and he and his wife Ellen have four children, aged 19-25.
- In his spare time, Chris runs marathons for cancer research, and is an avid reader, movie watcher and boxing fan.