Jasmin Vinculado
President, Sparkling Flavors Category

Jasmin Vinculado is president of the sparkling flavors category for the Coca-Cola Company. She was appointed to this role in January 2021.

Most recently, she served as the sparkling general manager for Coca-Cola Mexico.

Vinculado joined Coca-Cola Singapore in 2007 and went on to hold marketing leadership positions across different geographies in the company: ASEAN, South Pacific, Western Europe and Latin America.

Prior to joining Coca-Cola, Vinculado worked at Procter & Gamble for 10 years in a variety of marketing leadership roles in South East Asia and the USA.

Vinculado earned a bachelor’s degree in Business Administration and Accountancy from the University of Philippines.