Jorge Garduño is president of Japan and South Korea for The Coca-Cola Company. Garduño, who joined the company in 1992, was appointed to this role in 2020.

Prior to his current role, Garduño served as president of the Japan business unit from 2017 to 2020.

Garduño joined Coca-Cola in 1992 and over the following years he held positions in commercial operations, marketing and key accounts at Coca-Cola Mexico. He later served as general manager for Coca-Cola Colombia, general manager for Coca-Cola Thailand and general manager for Coca-Cola Chile. Garduño also served as managing director of Spain, Portugal and Andorra for Coca-Cola Iberia.

Garduño is a native of Mexico and a graduate of the Tec de Monterrey Mexico. He holds an MBA from the University of Texas at Austin.