

Manuel (Manolo) Arroyo

Global Chief Marketing Officer



Manuel “Manolo” Arroyo is Global Chief Marketing Officer for The Coca-Cola Company.

Arroyo has held this role since January 2020 and is responsible for global marketing, which includes teams for the company’s five beverage categories, Human Insights, Integrated Marketing Experience (IMX), Marketing Operations & Capabilities and Marketing Performance. Arroyo is based in Singapore.

Prior to his current role, Arroyo served as both the Global CMO and as President of the Asia Pacific operating group. He was responsible for operations in the Asia Pacific group’s five business units, along with the company’s Bottling Investments Group.

Arroyo joined The Coca-Cola Company in 1995 in Madrid in brand management and went on to hold roles of increasing responsibility. He moved to Atlanta in 1998 as Global Brand Manager for bottled water, where he put together the first global water strategy for the company.

Arroyo returned to Spain in 2000 as Marketing Director for the company’s Iberia business unit and later added duties as General Manager for sparkling brands. In 2004, he was appointed General Manager for Spain, including leading a sales company that was jointly co-owned with seven independent Spanish bottlers.

In 2006, he moved to Bangkok to serve as President of the South East and West Asia (SEWA) business unit. In 2010, he was appointed President of the ASEAN business unit, leading the integration of the former Philippines and SEWA business units. During his eight years in Asia, he led structural refranchising in Malaysia, Singapore, Vietnam, Cambodia, Indonesia, The Philippines and the company’s first ever entries in Myanmar/Burma and Laos.

Arroyo left Coca-Cola in 2014 to serve as Senior Vice President and Continental President of Asia Pacific for S.C. Johnson & Son, based in Kuala Lumpur, where he led the opening and staffing of the company’s first Asian headquarters. In 2015, he moved to Madrid to become CEO of Deoleo, a publicly traded, worldwide leader in branded olive oil, including the Bertolli and Carbonell brands.

Arroyo returned to The Coca-Cola Company in 2017 to serve as President of the company’s Mexico business unit.

Arroyo began his career in 1987 by co-founding his own business, a ski school in Madrid. He joined S.C. Johnson & Son in Madrid in 1992, followed by roles with Banco Santander before moving to Coca-Cola.

He is a native of Spain and earned double major degrees in business administration and law, both from ICADE in Madrid.