



## Sergio Zyman

“Selling more stuff to more people more often for more money more efficiently” defines marketing success for Sergio Zyman, the man who put the fizz back in Coca-Cola’s fortunes, founded a preeminent marketing strategy firm, and authored four books, including two international best-sellers. Oh, and he was named one of the Top Three marketing pitchmen of the 20th century by *Time* magazine. Not too bad for a guy who started out south of the border.

Sergio was born in Mexico City and began his career with management positions in Japan, Brazil, Guatemala and New York before moving to Atlanta to begin his first of two tenures with The Coca-Cola Company. His first residence was highlighted by a series of launches of revolutionary products such as Diet Coke, Cherry Coke and New Coke (yes, a product not well received by consumers at the time, but one that many believe simply was an idea far ahead of its time—a theory well supported by the numerous cola flavors and formulas that are popular today). Sergio departed The Coca-Cola Company in 1988 and formed Core Strategy Group, a consulting firm with a client roster that included 7-11, Miller Brewing Company and several other large companies. He was influential in the positioning and development of the strategy that resulted in the election of former Mexican President Vicente Fox.

Roberto Goizueta, former Chairman of Coca-Cola and a true believer in Sergio’s forward thinking, persuaded him to return to Coke in 1993 to hold the first Chief Marketing Officer position ever created in any company. Sergio re-conceptualized the company’s marketing strategy and boosted worldwide annual sales from nine to 15 billion cases—the most explosive growth in the company’s history. Upon Mr. Goizueta’s death, Sergio departed The Coca-Cola Company and wrote a series of books, including the international best-seller *The End of Marketing As We Know It*.

In 1999, Sergio founded Zyman Group, an international marketing consulting firm. As the driving force behind Zyman Group, he was sought after by food and beverage companies, industrial manufacturers, popular retailers, and global communication powers around the world. This success led *Inc.* magazine to name Zyman Group one of the fastest growing consulting firms in the United States. In 2005, he sold majority ownership of Zyman Group to MDC Partners.

Sergio Zyman has been hailed as one of the most dynamic and charismatic speakers in the world. He energizes audiences with his entertaining and bold, unpredictable style. He speaks on non-traditional growth strategies, the role of marketing in corporations, the similarities between the political process and the marketing process, and all current and social events and the impact on consumer behavior.



Sergio holds an Executive MBA from Harvard University and attended graduate schools in London, Paris and Jerusalem. He was named Man of the Year in 1998 by the UJA. In 2008, he was bestowed a Lifetime Achievement Award by the Asociacion Nacional de la Publicidad.

He is an avid skier, golfer, and runner. He is currently involved in major strategy projects, as well as politics, and is currently writing his fifth book.