

БИЗНЕС-ВСТРЕЧА

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ИННОВАЦИИ В ОЦО: РОССИЙСКАЯ МОДЕЛЬ VS ЕВРОПЕЙСКАЯ МОДЕЛЬ

Марек Хлаваты

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Coca-Cola Hellenic



13 years of experience in Retailing & FMCG

Marek graduated from University of Economics in Prague with Master degree in International Trade and Commercial Law. Later he obtained Diploma in Company Management from French-Czech Institute of Management (IFTG). He joined Coca-Cola Hellenic in Czech republic in 2000 from retailer Carrefour, for Management trainee program. Following 8 years Marek worked in Czech-Slovak operation on positions with growing responsibility. Supply chain Planning manager, Acquisition manager, Marketing Projects & Modern trade Channel development manager and Marketing services Manager.

In 2009 Marek joined Coca-Cola Hellenic Group Commercial team as Commercial Capability Manager supporting commercial teams in 17 markets in Europe.

Marek joined Coca-Cola HBC Eurasia (Russia) in 2011 as Country EATB manager in Commercial Capability department. Since May 2012, Marek was promoted to the position of Country Customer Service Manager Russia.