

# ROBERTA VALENCA

With over 25 years' experience as corporate executive across several countries in Latin America with demonstrated successful history with expertise in Marketing, Innovation & Disruption, Vision & Strategy, New Business Models & Transformation. My 10X growth mindset and positive leadership style unlocked unprecedented growth and cultural transformation through engaged & diverse teams.

I have been senior executive in The Coca-Cola company for 17 years, becoming the 1<sup>st</sup> Female General Manager for Chile, the 1<sup>st</sup> Vice President for New Business, Stills and Alcohol. And, I have been serving as board member at Magnum Tires, Canal 13, 30Nventures, Leao Brasil, Coca-Cola del Valle, and AACLA.

Current Amcham Chile President, after 2 years as board member and chair of sustainability committee.

Along with the above, in 2023, and for the third consecutive year, I was elected as one of the Business Leaders with the Best Reputation, according to Merco ranking. I was recognized TWICE as referent leader by WEF, One of 100 women leader and executive of the year, mention women initiate by ME and Scotiabank.

## EXPERIENCE

### 2022-2024

#### VICE PRESIDENT ALCOHOL CATEGORY FOR BRAZIL & SOUTH CONE, THE COCA-COLA CIA

- Lead a critical and strategic agenda for The Coca-Cola Total Beverage Cia Journey's by building the 1<sup>st</sup> alcohol business to be able to capture 3.5 Bio USD System Revenue by 2030; leading a culture transformation and engagement plan.
- Form a high performing team (commercial, marketing, strategic planning, technical and finance) with 57% female talent, internal and external high potentials from Alcobeys industry with 100% engagement NPS. Challenging a +135years Non-Alcohol Ready To Drink cia, mobilizing and inspiring the system with Clear Vision & Ambition, supported by right governance and routines among the system.
- Results Highlight:  
Growing 138% Brand Contribution, 157% Net Sales revenue & 149% Volume vs py, reaching 5% value share in Alcoholic RTD in Brazil & 9% in Chile.  
Changing Coca-Cola business model @on premise from experience to sales channel, gaining 73% weighted distribution, leveraging on strategic partnerships with other alcoholic as beer, Spirits; adding over 2% incremental profit.  
Launched 3 New brands at Coca-Cola: Schweppes Drinks, Jack & Coke and Absolut Sprite; becoming a Global benchmark.

### 2019 - 2021

#### GENERAL MANAGER CHILE, BOLIVIA AND PARAGUAY, THE COCA-COLA CIA

The first Female General Manager for Chile, Bolivia and Paraguay. With 10X growth mentality, have transformed Chile into a center of excellence, also promoting talent through DE&I, digital transformation, innovation, disruptive and sustainable business models. Likewise, have managed to accelerate the growth of Coca-Cola, making it the number one Consumer Good Products company in the country.

- Leading USD 2Bio System Net Revenue, over 80 people connected with a global network, world class bottlers, suppliers, recyclers & over 360,000 customers that allow us to reach millions of citizens homes every day.
- High Performing and engaged team, >80% positive experience and 77% promoters. Ensuring Diversity 50/50.
- Chile Market Value Share turnaround 57% +2pp, changing 9yrs trend; delivering highest OI growth historically and strongest performance in South Latin. Besides Social/ Political Crisis 2019 and Covid 2020.
- Transform Chile as excellence center by propelling digital transformation (growing +486% e-commerce platform) & challenging status quo w/ disruptive business model that potentialize all value chain: incorporating Alcoholic to Coca-Cola thru partnerships with Diageo, ABI, Capel, Santa Rita (the most complete portfolio worldwide); grow Traditional channel

with “prospera program” & recyclable alliances by managing stakeholders avoiding tax and regulation ~ 66Mio USD/ year and protecting jobs

- Coca-Cola Chile became No1 CPG. Doubling System OI in 5yrs & improving Cia reputation #16, +24pp
- Bolivia Business double digit growth and waters leadership, innovating among all categories, continuously gaining Value Share 74%, +2pp; being the No1 Operating Income Margin globally at Coca-Cola.
- Paraguay had Best Result historically, Surpassing 80Mio UC threshold, with Top 3 Margin globally and 75.5% SOV.

## **2017- 2018**

### **STILLS VICE PRESIDENT SOUTH LATIN, THE COCA-COLA CIA**

- 1st Stills VP in South Latin, leading US\$1Bio Net Revenues Business
- Led high-performance team with high engagement scores >80%. Exporting 45% Talent.
- 2X Operating Income in 2yrs, reached highest value share historically: 29% +3pp, besides Juice/ Sport leadership
- Argentina Operating Income Turn Around: from negative to solid positive (-3 to +16mioUSD)
- New Business Model in Chile, Argentina, Peru to propel stills with right incentives & governance
- M&A Premium Fruit based Portfolio in Chile: Guallarauco Brand
- Innovation: 1<sup>st</sup> Aseptic Juice bottle in Latin America and Plain Waters under Ecoflex technology, reducing plastic, improving flavors and creating a competitive advantage
- Stills Dedicated RTM implemented in Andina Chile, Arca Argentina and Peru.

## **2015 - 2016**

### **NEW BUSINESS VICE PRESIDENT SOUTH LATIN, THE COCA-COLA CIA**

- Leading US\$900 Mio Net Revenues Business
- Built talented disruptive team and became Female Talent Leader for South Latin
- Growing double digit Stills for South Latin, setting the basis to reach leadership during next 2 years.
- Build joint 10yrs Vision with Bottlers to creating the 1st Hard JV in South Latin. Unlocking Stills full potential to build a 10hct New Plant with State of Art technology as Aseptic Pet, enabling a winning innovation portfolio to disrupt in the market during next 2-5 years.
- Implemented Plain Waters Dual-Brand Strategy: Spring water and Pure water, decentralizing production to improve profitability +10pp
- Unlocking M&A negotiations for AdeS and Guallarauco.

## **2011- 2014**

### **STILLS AND STRATEGIC PLANNING DIRECTOR @CHILE, THE COCA-COLA CIA**

- Leading US\$ 300 Mio Net Revenue Business, strongly contributing to Chilean Growth with 182%.
- Chile GPTW Top 3 for 3 consecutive years. Diverse team 40% female and 60% high potential.
- Double Volume & Net Revenue in 4years, representing 22% total Business. Gaining +12pp Share in 4 ys.
- Started New Business Model negotiation to propel Stills Growth, Leading Master Plan, improving S&OP.
- Growing & innovating all Stills categories, more than 50 innovations. Reaching Plain Waters leadership.
- Won 3 MKT Awards: Waters Leadership, Andina Del Valle Juice Brand Migration and Juice Innovation
- Evolved Strategic Planning & Insights to Drive Trends and to Leverage Competitive intelligence, being able to build 5-10yrs vision plan and improve our franchise leadership with bottlers

## **2008 – 2010**

### **BREAKTHROUGH NEW BUSINESS DIRECTOR SOUTH LATIN @ARGENTINA, THE COCA-COLA CIA**

- 1<sup>st</sup> dairy at Coca-Cola in South Latin, “Hugo, leche y jugo”. Introducing amateur marketing to Coca-Cola Cia, generating 80% awareness less than 3 months. 2009 Marketing Award and “Best in Class” Business Unit.
- 1<sup>st</sup> Yerba Mate at Coca-Cola Cia “La Vuelta”
- New business model thru co-packer and new RTM.
- Led 3yrs Innovation pipeline and Cultural transformation from “Perfection to Excellence mindset”

## **1999 - 2008**

### **MARKETING CARRER, UNILEVER**

Mexico: AdeS Marketing Manager for LatAm. 2006-2008

Chile: Hellmann’s Marketing Manager for LatAm 2004-2006

Brazil: Mayonnaise, Ketchup, Mustard, Salad Dressings Brand Manager 1999-2004

## BOARD OF DIRECTORS

- 2024 – TODAY **MAGNUM TRES NON-EXECUTIVE BOARD MEMBER**
- 2024 – TODAY **AMCHAM CHILE BOARD PRESIDENT**
- 2022 – 2023. **AMCHAM CHILE BOARD MEMBER & CHAIR SUSTAINABILITY COMMITTEE**
- 2023. **AACLA BOARD VICE PRESIDENT.** (ASSOCIATION OF AMERICAN CHAMBERS OF COMMERCE IN LATIN AMERICA & CARIBBEAN)
- 2023- TODAY. **30N VENTURES BOARD ADVISORY**
- 2021-2022. **CANAL 13 NON-EXECUTIVE BOARD MEMBER**
- 2022. **LEAO BOARD PRESIDENT**
- 2017-2022. **COCA-COLA DEL VALLE JV BOARD MEMBER**

## RECOGNITION

- 2021. 2022. 20233  
**ONE OF THE BUSINESS LEADERS WITH BEST REPUTATION** by Ranking Merco.
- 2021, 2024  
**REFERENT LEADER** by Women Economic Forum.
- 2020  
**ONE OF TOP 100 WOMEN LEADER** by Mujeres Empresarias and El Mercurio  
**EXECUTIVE OF THE YEAR, MENTION WOMEN INITIATIVE** by Scotiabank and Mujeres Empresarias.
- 2019  
**INSPIRATIONAL LEADER** by The Coca-Cola Cia.

## EDUCATION

- 2010. **HARVARD BUSINESS SCHOOL.** Enterprise New Business.
- 1999. **UNIVERSIDADE FEDERAL PE IN BRASIL.** Executive Marketing MBA
- 1998. **UNIVERSIDADE FEDERAL PE IN BRASIL.** Bachelor Degree Business Management Ing.
- 1996. **HOCHSCHULE RHEINMAIN WIESBADEN IN GERMANY.** International Administration

## ENTREPRENUER

- 2022- CURRENT. **SIERRA MUEBLES CHILE.** .Sierra is a high quality, sophisticated and avant-garde furniture world leader, present in more than 10 countries, founded in 1990 in Gramado/ Brazil has its owns forests and 80,000m2 warehouse.