

BIOGRAPHY: Zoran Vučinić



Zoran Vučinić is a global manager with exceptionally successful international career in the FMCG sector. He has 33 years of working experience, career advancement and outstanding results in international corporate business, strategic marketing and change management. He is a native and citizen of Germany with ties to Croatia and the region through his family.

Zoran has just concluded his international career at The Coca-Cola Company in Atlanta as Chief Operating Officer for the North American Operating Unit – the globally largest operating unit with more than USD 11 billion in revenue.

Right after university, he started his career with Coca-Cola in 1988 as a Marketing Manager with responsibility for the former Yugoslavia, Bulgaria and Romania unit. He was promoted to Marketing Director for Coca-Cola Poland, based in Warsaw, Poland. After that, he was named General Manager for Switzerland and Austria, based in Zurich, followed by a secondment to Coca-Cola Amatil Europe as its Marketing & Commercial Director. He then relocated to Bangkok, Thailand as Deputy Division President responsible for the 12 countries comprising the South and West Asia Division.

He then left the company to pursue a graduate degree at the Massachusetts Institute of Technology (MIT), USA and, upon its completion, he started to work as a consultant for EGON ZEHNDER International based in Vienna, Austria, a global leader in premium executive search and management appraisal, where he focused on clients across Central and Eastern Europe. He later became General Manager of the Dukat Dairy Group, a leading regional dairy group in Croatia. In 2007, he returned to Coca-Cola as President for the Russia, Ukraine and Belarus operations. Nine years later, he relocated to Dubai, U.A.E., and was promoted to lead the large Middle East and North Africa business unit, which covers 27 countries.

In addition, Zoran Vučinić has gathered considerable Board of Directors experience. He served as member of the board of directors of several companies: The Equatorial Coca-Cola Bottling Company, Barcelona; Coca-Cola Bottling Company of Egypt, National Bottling Company, Palestine; Coca-Cola Bottling Company of Pakistan and Aujan Coca-Cola.

He holds university degrees of the ESB Business School, Reutlingen University, Germany and the Middlesex Business School, London and he also earned an MBA degree from MIT, Sloan School of Management, USA. Zoran Vučinić is married and father of three children and has recently relocated from USA to Zagreb.

Given the expert competencies and experience of Mr. Zoran Vučinić, his ability to provide an independent and effective contribution to the work of the Company's Supervisory Board, election of Mr. Zoran Vučinić is proposed.