



## Melanie Boulden

Chief Marketing Officer  
Coca-Cola North America

Melanie Boulden is the chief marketing officer for Coca-Cola North America (CCNA). In 2020, she also joined the board of directors at Adobe.

Boulden joined The Coca-Cola Company in August 2019 as president and general manager of CCNA's Venturing and Emerging Brands and was later the president of the Stills Business Unit, leading CCNA's water, active hydration, tea, and coffee businesses.

Before joining The Coca-Cola Company, Boulden was the global head of marketing and brand management at Reebok. In this role, she optimized the brand's capabilities and reignited Reebok's connection to pop culture, entertainment, fitness, and fashion. Boulden was named one of *Ad Age's* "2019 U.S. Women to Watch" for her efforts.

Prior to Reebok, Boulden served as senior vice president of global marketing at Crayola where she led consumer insights, product innovation, portfolio management, and marketing communications. She also spent several years at Kraft Foods and Henkel Consumer Goods in various marketing and general management positions of increasing responsibility.

Boulden holds a Bachelor of Science degree from Iowa State University. She was captain of the women's basketball team and 1994 Female Student-Athlete of the Year for her accomplishments on and off the basketball court. She received her Master of Business Administration from The University of Iowa with concentrations in marketing and finance.