



Melanie Boulden

Chief Marketing Officer, North America
The Coca-Cola Company

Melanie Boulden is the chief marketing officer for Coca-Cola's North America Operating Unit (NAOU). Recognized as one of *Ad Age's* 2019 U.S. Women to Watch and *Adweek's* 2020 Most Powerful Women in Sports, Boulden is a distinguished marketer with nearly 25 years of experience and a proven track record of cultivating high-profile brands, growing revenue, and increasing profit.

In her three years at Coca-Cola, Boulden has held various positions of increasing leadership responsibility within the company—from president and general manager of North America's venturing and emerging brands to president of the stills business unit. In 2021, she was appointed to chief marketing officer of the NAOU. In her current role, Boulden is responsible for the nearly \$12B North America brand portfolio consisting of 30+ brands including Coca-Cola®, Diet Coke®, Sprite®, smartwater®, AHATM, Minute Made®, and Simply®.

Prior to Coca-Cola, Boulden was the global head of marketing and brand management at Reebok. While in this role, she reignited Reebok's connection to pop culture, entertainment, fitness, and fashion. Other roles included a leadership position at Crayola where she served as senior vice president of global marketing, and various marketing and general management positions at Kraft Food and Henkel Consumer Goods.

In addition to serving on the Tippie Advisory Board, Boulden has the honor of sitting on the board of directors at Adobe, the American Beverage Association, and the College Football Hall of Fame.

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 both on and off the basketball court. She received her Master of Business Administration from the University of Iowa with concentrations in marketing and finance.