

# New CEO for Coca-Cola Beverages Africa

Jacques Vermeulen has been appointed group CEO of Coca-Cola Beverages Africa (CCBA), effective from 1 December 2018.



Jacques Vermeulen

Vermeulen has served as managing director of CCBA's International Division, which covers all of CCBA's Africa operations outside South Africa, since July 2016. He first joined the Coca-Cola system in 1995.

CCBA chairman, Phil Gutsche, said that in his International Division role, Vermeulen had built a strong business, positioning the company for growth and expansion in Africa.

"Jacques brings his strong leadership and exceptional experience into this role. His appointment serves as evidence of effective succession planning and the development of our internal talent pipeline.



## Using innovation to improve livelihoods in Africa

Jacques Vermeulen 25 Oct 2018



"Jacques's experience in leading successful businesses in Africa, and the strong relationship he has with our franchise partners, The Coca-Cola Company, will be invaluable in driving growth and expanding CCBA's footprint throughout sub-Saharan Africa."

Vermeulen takes over from Doug Jackson, CCBA's outgoing group CEO, and a 35-year veteran of the Coca-Cola system.

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