



Carlos Herrera is the principal economic advisor to Coca-Cola North America's executive leadership team. The main thrust of his work is to increase the visibility of 'what's to come' through a deeper understanding of the Foodservice industry from an economic perspective. His forecasts are a key input to the development of strategic and operational plans. Carlos regularly shares his insights on the impact of the economy on consumers and the restaurant industry with the executive leadership, boards of directors, and franchisees of leading foodservice companies around the world. He has spent the last 31 years at Coca-Cola North America serving in various capacities in Operations, Finance, Marketing, and Strategic Planning. Prior to that, Carlos worked for 8 years at Federal Express and holds a master's degree in Industrial and Systems Engineering from Georgia Tech. He is a member of the board of the National Association for Business Economics, the National Business Economists Issues Council and the Harvard Industrial Economists Discussion Group. Carlos is chair of the board of the Institute of Mexican Culture in Atlanta.