

Coca-Cola brings back global CMO role

After dissolving the title for three years, Coca-Cola will reinstate its global CMO role in 2020 and put Manuel "Manolo" Arroyo in the position.

Francisco Crespo, who's held the position of chief growth officer since the position was created in May 2017, is retiring at the beginning of the new year. Crespo's responsibilities as CGO will be split among three new roles: Manuel Arroyo will oversee integrated global marketing as global CMO; John Murphy will oversee corporate strategy as CFO; and Brian Smith will take over customer and commercial operations as COO.

Read more on [Adweek](#).

For more, visit: <https://www.bizcommunity.com>