

Creativity / Commerce / Culture / Collaboration

Fall 2011



## VCU Brandcenter Friday Forum

Nov. 18th / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Jonathan Mildenhall

Vice President, Global Advertising Strategy and Content Excellence / The Coca-Cola Company



Jonathan Mildenhall joined The Coca-Cola Company in December 2006 and is responsible for leading global creative vision and strategy for the Company's portfolio of global brands. In his role, Jonathan oversees marketing communications strategies, core creative idea development and content production.

A self-proclaimed "diagonal" thinker - someone who excels at both left and right brain thinking - Jonathan has a big passion for popular culture in addition to a passion for business strategy. In 2007 Jonathan was awarded an honorary Doctorate in Business Administration from Manchester Metropolitan University. Jonathan lives in Atlanta with his partner Mirco, a Human Resources professional.

Topic / Liquid and Linked

Descriptor / Content 2020. How The Coca-Cola Company will evolve its approach to the creative agenda on its key brands through the Company's Liquid and Linked marketing platform thinking.