

Alba Castillo Baylin
(formerly Alba Adamo)
Vice President, Customer Marketing
North America Group
The Coca-Cola Company



In this role since September 2015, she is responsible for driving sustainable growth through increased profit and incidence for Foodservice and On-Premise customers by delivering a differentiated value bundle of brands, goods, services and capabilities to achieve world class customer marketing.

From 2013 until her current appointment, Alba was Group Director, Hispanic Marketing, for Coca-Cola North America. She led the Company's largest ever Hispanic-focused marketing program for 2014 FIFA World Cup, which featured award-winning digital and social media components.

Joining Coca-Cola in 1999 after ten years in the hospitality industry, Alba fulfilled roles of increasing responsibility in Worldwide Public Affairs and Communications, Strategic Partnership Marketing, and Customer & Commercial Leadership. From 2007 to 2013 she was assigned to the Company's Latin America Group, first as Director of Revenue Growth Management and later as Group Director, Shopper Marketing.

Alba's leadership has been recognized by Latino Leaders magazine as a 2015 Latino Leader of the Future and by Ser Padres magazine as one of 25 Latina Executive Moms Making a Difference. She serves on the board of the Georgia State University Foundation and is a grad of Leadership Atlanta, class of 2018.

Born in Bucaramanga, Colombia, Alba holds a Bachelor of Science degree from Florida International University and a Master of Business Administration degree from the Robinson College of Business at Georgia State University. Alba is married to Marc Baylin and is a proud Mom to Sofia who is seven years old.