

Coca-Cola North America

Robin Haddock, Group Director, Planning & Logistics

Rob is a supply chain innovation leader driving industry modernization and collaboration with a passion for connecting, educating and developing supply chain professions. A seasoned professional with decades of supply and operations management experience with the Coca-Cola Company ranging from plant management, customer service, business liaison, vendor managed inventories, operational excellence, transportation management, production & deployment planning, integrated business planning & SAP SME. In his current role, he is responsible for leading all Coca-Cola North America's transportation & On Time In Full performance. Rob is a company-wide driver for innovation and process improvement.