

Manuel Arroyo

Group President, Asia Pacific

Manuel “Manolo” Arroyo is president of the Asia Pacific group of The Coca-Cola Company. In this role, he is responsible for operations in the group’s five business units. He is also responsible for the company’s Bottling Investments Group, which is primarily focused on key markets in Southeast and Southwest Asia.



From 2017 to 2018, Arroyo served as president of the company’s Mexico business unit. Prior to his role in Mexico, Arroyo was general manager of the company’s Iberia franchise unit.

Arroyo started his Coca-Cola career in 1995 in Madrid in brand management and went on to hold roles of increasing responsibility. He moved to Atlanta in 1998 as global brand manager for Bottled Water & Fresca/Quatro brands, where he put together the first global water strategy for the company.

Arroyo returned to Spain in 2000 as marketing director for the company’s Iberia business unit and later added duties as general manager for sparkling brands. In 2004, he was appointed general manager for Spain, including leading a sales company that was jointly co-owned with seven independent Spanish bottlers.

In 2006, Arroyo moved to Bangkok to serve as president of the South East and West Asia (SEWA) business unit. In 2010, he was appointed president of the ASEAN business unit, leading the integration of the former Philippines and SEWA business units. During his eight years in Asia, he led structural refranchising in Malaysia, Singapore, Vietnam, Cambodia, Indonesia, The Philippines and the company’s first-ever entries in Myanmar/Burma and Laos.

Arroyo left Coca-Cola in 2014 to serve as senior vice president and continental president of Asia Pacific for S.C. Johnson & Son, based in Kuala Lumpur, where he led the opening and staffing of the company’s first Asian headquarters. In 2015, he moved to Madrid to become CEO of Deoleo, a publicly traded, worldwide leader in branded olive oil, including the Bertolli and Carbonell brands.

Arroyo returned to Coca-Cola in 2017.

Arroyo began his career in 1987 by co-founding his own business, a ski school in Madrid. He joined S.C. Johnson & Son in Madrid in 1992, followed by roles with Banco Santander before moving to Coca-Cola.

Arroyo, a native of Spain, earned bachelor's degrees in business administration and law, both from ICADE in Madrid.