

6th Educators' Summit 2014
**Future Engagement,
Boundless
Opportunities**

21st March 2014 . 9am to 5pm . NTUC Centre Auditorium, One Marina Boulevard, Level 7

Bio-data

Mr Leonardo O'Grady
ASEAN IMC Director
Coca-Cola Asia Pacific

After completing his BA at McGill University in Canada and MA at Johns Hopkins University, Leonardo went to Italy where he specialized in Entertainment marketing, working with a broad range of companies including EMI, Virgin, Warner Bros. Paramount Pictures, Universal and Sony. In Singapore he launched Beyond DDB, also co-founding Rapp Collins and serving as partner in the brand-consulting arm of DDB, The SpringBoard Group. He has worked in a number of financial institutions including Wachovia Bank and OUB-First-e (internet bank) as well as leading brand Coke with the local Singapore team. In 2001 he joined Saatchi & Saatchi as Business Director. His brand management experience in Singapore and Asia includes: CAAS, United Overseas Bank, Dow Jones, HBO, VW, Coffee Bean & Tea Leaf, Tower Records, HP, Lexus, Toyota, Sony, Guinness, Nestle and Ricola, to name a few.

Leonardo joined Coca-Cola Asia Pacific Group Office in 2006, taking on several different roles over the years, leading IMC for the Region, Global Brand management for Sprite and working in the Asia Pacific Regional Sparkling leadership team. In his current Integrated Marketing Communications role he is responsible for building market capability and the Communications Agenda for the region, working across Coca-Cola's portfolio of Sparkling and Still beverage brands.

25th Feb 2014