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Al Rondon

Sr. Brand Manager, National Customers, Multicultural Marketing
Coca-Cola North America

Al Rondon is currently responsible for multicultural customer marketing and brand development for Coca-Cola North America. His work includes providing insights, strategic development and commercialization of multicultural marketing initiatives for National and Regional customers.

Al has been with The Coca-Cola Company for 15 years and has extensive experience in Bottler Operation and Sales, Operational Marketing and Multicultural Marketing.

Al earned his undergraduate degree from the University of South Florida.

Al is a native New Yorker and the proud son of Peruvian and Puerto Rican parents. He currently resides in Atlanta with his wife and two daughters.

Hobbies include photography, tennis, basketball and, more importantly, spending quality time with his family.

MONDAY, August 9, 9:30 a.m.

General Session 2

Connecting Latino Capabilities with Latino Marketing Strategies

