

Svetoslav Atanasov, Untitled Governor



Svetoslav Atanasov is the General Manager of the Coca-Cola Hellenic Bottling Company for Serbia and Montenegro. He attended the University of National and World Economy in Bulgaria, where he obtained two master diplomas, in Business Logistics and Finance. He also completed the advanced management programs of IMD Business School and INSEAD Global Business School.

He started his career at Coca-Cola HBC in 1999 as part of an internship program and, in the following year, he joined the Marketing team. In the following years, he held key positions in Sales and Marketing and since 2010 he has been in charge of cooperation with key customers. Soon afterwards, he became the Country Sales Manager, and three years later he was appointed General Manager of Coca-Cola HBC Bulgaria.

This was a period of intensive learning, development of leadership skills required for managing a large team and building relations.

In July 2018, he became the General Manager of Coca-Cola HBC for Serbia and Montenegro.