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Schweppes International Limited appoints new Chief Operating Officer at Suntory Beverage & Food Europe (SBFE)



Amsterdam (ots) -

- Alina Nickolson Vera Rojas is taking over as COO SBF EECM-Benelux & Transformation at SBFE
- The former General Manager at Heineken Germany will be responsible for operational excellence as well as driving change and business transformation across the European, African and Caribbean License operation and Benelux.

Schweppes International Limited announces the appointment of Alina Nickolson Vera Rojas as the new Chief Operating Officer

(COO) at SBF EECM-Benelux & Transformation SBFE effective April 8, 2024. Based in the Amsterdam office, Alina will report directly to Pierre Decroix, CEO SBFE. The Brazilian-born executive succeeds Alexis Daems, who is now responsible for the French market as COO of Suntory Beverage & Food France.

Prior to joining SBFE in October 2023, Alina Nickolson Vera Rojas served as General Manager at Heineken Germany, where she spearheaded the transformation of the company into the fastest-growing brewer in a declining and fragmented market. Under her leadership, Heineken Germany achieved remarkable success, doubling revenue and market share. In her 20-year career, Alina has worked across multiple sectors (consumer goods, athletic footwear and apparel, connected lighting, among others) and held senior roles in supply chain, commerce and transformation in various geographies (Americas, Europe and Asia).

Alina Nickolson Vera Rojas will leverage this wealth of expertise and a proven track record of leadership qualities to contribute to Suntory's strategy.

"Since Alina joined us last October as Head of Transformation for SBFE she has had a significant impact on our business and how we lead change across the organization. I am delighted to recognize the skills, leadership, and passion that Alina brings to Suntory. Leveraging these qualities in her new role, Alina will continue the success achieved by Alexis and the SBF EECM-Benelux ExCom in fostering a highly engaged culture, improved capabilities and talent development opportunities, and consistent strong market performance." says SBFE CEO Pierre Decroix.

In her new role as COO and Head of Transformation, Alina Nickolson Vera Rojas will work closely with the EECM-Benelux Executive Committee to accelerate growth and will be supported by the leadership of the Transformation team to ensure continuity in driving critical transformation initiatives.

Having spent some time during her childhood in the Amazon she was inspired early on by how the indigenous communities find purpose in aggregating rather than extracting. This experience nurtured the value of responsibility in Nickolson Vera Rojas' and built her consciousness of the duty towards the sustainability agenda as a business leader.

"I am deeply inspired by Suntory's beautiful heritage, the vision of Growing for Good and the Yatte Minahare mindset (editor's note: Japanese term that can be translated into "the spirit of ambition to dream big, take challenges and never give up") and I am humbled and honored to be part of a company with such strong values that resonate with mine. I look forward to supporting the organization to nurture those values and inspire our people to dream big and to go for it," says Alina Nickolson Vera Rojas.

Alina's passion for coaching and mentoring extends beyond the boardroom. As a certified executive coach, she volunteers her time to coach entrepreneurial women in Europe, Africa, and The Americas, reflecting her commitment to personal and professional development.

About Schweppes International Limited

Schweppes International Limited (SIL), part of the Suntory Beverage & Food Europe Group (SBFE), covers the Group's license agreements in Europe, the Caribbean and Africa. Its headquarters are in Amsterdam, Netherlands. SIL operates across more than 50 markets in 5 continents, and partners with almost 100 customers in deploying a broad portfolio of iconic soft drink brands.

It is also the trademark owner of brands such as Orangina, Pulco and Schweppes*.

**Owned and commercialized within SBFE respective territories*

For more information, please visit:

<https://www.suntorybeverageandfood-europe.com/en-GB/eecm-benelux/>

<https://www.linkedin.com/company/schweppes-international-limited/>

About Suntory Beverage & Food Europe

Suntory Beverage & Food Europe (SBFE) was established in 2014 and is one of five regional divisions of the Japan-based Suntory Group, one of the leading global drinks companies. We're proud to be part of a family-owned business with its inspiring 120-year heritage and we are guided by Shinjiro Torii's founding spirit. SBFE is made up of 3,300 passionate people working throughout Europe on hugely iconic brands including Schweppes*, Orangina, Lucozade, Ribena, La Casera, Oasis*, Pulco and MayTea with a commitment to producing great-tasting, healthier drinks. As a corporation sustained by the gifts of nature and water, Suntory Group and SBFE will always protect the ecosystems that deliver water. Because its ecosystem is the wellspring, not only of its business and the rich experiences the group creates for people's lives, but also of human life itself. SBFE will continue to be a company where everyone is empowered with the freedom and flexibility to innovate. Through all of its corporate pursuits, Suntory seeks to inspire the brilliance of life.

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For more information, please visit:

<https://www.suntorybeverageandfood-europe.com>

<https://www.linkedin.com/company/suntory-beverage-&-food-europe-limited/>

To book interviews or to request further information or images, please contact:

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