

ERIC BOYE

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SUMMARY

Eric is a marketing strategist with experience developing strategy and leading marketing programs for some of the world's largest companies. Currently at Coca-Cola Eric leads digital partnerships and capabilities within Coca-Cola North America's Foodservice & On-Premise division. This includes leading design and futures-thinking workshops with customer teams to help develop their digital roadmaps, providing strategic insights and thinking to help inform their strategy, and forming strategic technology partnerships to enhance customer and consumer experiences.

Prior to Coca-Cola, Eric was a consultant at North Highland in their Customer Experience practice. There he led strategy, marketing and innovation projects for organizations like Coca-Cola, Lowe's, Johnson & Johnson and Equifax.

Eric completed his MBA at Georgia Tech concentrating in Marketing and Managing Technology & Innovation and completed his MBA internship as a Senior Retail Product Manager at Amazon. Prior to business school, he led digital marketing and advertising campaigns for Coca-Cola, Toyota and Hungry Howie's.

WORK EXPERIENCE

THE COCA-COLA COMPANY

Atlanta, GA

Sr. Manager, Digital Partnerships and Capabilities

January 2020-Present

- Manage digital partnerships and capabilities within the North America Foodservice & On-Premise Strategy organization to maximize customer opportunities and activations. This includes the Coca-Cola Digital Marketplace (contactless ordering technology partners), NEKO digital menu boards, and Omnivore Menu Management System.
- Lead digital prioritization workshops and consulting engagements to help customers envision their new digital and technology strategies.
- Deliver digital insights and strategic thinking for and with foodservice customers as they build out capabilities.

NORTH HIGHLAND

Atlanta, GA

Manager, Customer Experience Strategy

July 2017-January 2020

- Developed strategic vision, value proposition and roadmaps for clients. This included research, analysis, stakeholder interviews, facilitating workshops, and designing strategy in collaboration with clients' C-suite and Board of Directors.
- Co-developed new futures tools including Futures Out Loud (scenario generation card game), and Futures Explorer (SES-inspired strategy board game) to utilize in client engagements and industry events.
- Designed customer and employee experiences incorporating insights, experience design and brand strategy best practices.
- Served as client and project lead, developing and maintaining project budgets, ensuring projects exceed client expectations and managing cross-capability project teams. Managed and coached Manager and Senior Consultant-level employees.

AMAZON

Seattle, WA

Senior Product Manager, MBA Internship

May 2016-August 2016

- Designed business and implementation plan for a new international program in consultation with legal, finance, tax, marketing, vendor management and technology departments. Defined customer eligibility and marketing strategy based on legal and tax regulations, financial model and customer experience to maximize program impact for the customer and business.
- Developed financial model to forecast business impact and return on investment of the program. Presented plan to senior leadership and received project implementation approval.

IRBAN GROUP

Atlanta, GA

Account Manager / Direct Report to CEO

September 2014-July 2015

- Social and digital media strategy consultant for Coca-Cola; developed social media campaigns for DASANI, executed advertising buying on Facebook, and implemented programs with emerging technology partners to increase sales across The Coca-Cola Company's portfolio of brands.
- Hosted the Diet Coke brand team on a Silicon Valley startup tour to connect the brand to new startups. Resulted in a social media technology beta test program.

22SQUARED

Senior Account Executive

Atlanta, GA

October 2012-September 2014

- Led cross-functional agency team to implement integrated marketing campaigns, including broadcast television, point-of-sale, digital, social, influencer and search engine marketing for Southeast Toyota.
- Managed team of developers, creative directors, analysts, and brand strategists to develop and maintain Toyota's consumer website and digital strategy. Included analyzing website and media data to define long-term website and media strategy. Implemented Southeast Toyota's digital media plan, a \$22 million annual budget.

MELT

Account Executive

Atlanta, GA

November 2011-October 2012

- Account and event manager for Coca-Cola Final Four, Powerade, Kia Motors, and Gulf Shores, Alabama Tourism.

DANIEL BRIAN ADVERTISING

Assistant Account Executive

Rochester, MI

February 2011-November 2011

- Managed research project to measure consumer behavior to influence marketing and brand positioning objectives. Led Hungry Howie's first ever social media strategy and execution plan. Managed the Detroit Pistons sponsorship program.

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business
Master of Business Administration (MBA)

Atlanta, GA

May 2017

UNIVERSITY OF MICHIGAN, School of Kinesiology
Bachelor of Arts in Sport Management

Ann Arbor, MI

May 2010

ADDITIONAL INFORMATION

- Futures Thinking Certification, Institute for the Future
- University of Michigan, School of Kinesiology Alumni Board of Governors
- National Multiple Sclerosis Society, Atlanta 2018 Leadership Program
- Guest Lecturer, Design Thinking for Entrepreneurs, Georgia State University