



## **JUERG BURKHALTER IS THE NEW GENERAL MANAGER OF COCA-COLA HBC BULGARIA**

*Svetoslav Atanasov, currently General Manager, will assume the position of General Manager – Serbia & Montenegro*

Juerg Burkhalter is the new General Manager of Coca-Cola HBC Bulgaria. He is replacing the current GM – Mr. Svetoslav Atanasov, who is promoted to the position of General Manager of Coca-Cola HBC for Serbia & Montenegro.

Juerg Burkhalter joined Coca-Cola HBC Switzerland in 2005 and held various commercial positions prior to taking the role of Commercial Director in 2013. He is moving to Bulgaria after two years as Country Sales Manager in Serbia and Montenegro. Juerg Burkhalter transformed the organizational structure in Serbia and Montenegro, while increasing talent promotions and engagement in times of significant change.

Juerg Burkhalter is a driven and dedicated leader with strong commercial acumen and people focus, who will continue the strong growth journey of the Bulgarian business of the company. He holds a degree of Business administration at the University of St. Gallen, Switzerland. He is married and has four children.