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Sept. 20, 2021
FOR IMMEDIATE RELEASE

News Release

Coca-Cola's Advances Towards Diversity and Inclusion

How the Company's Newest Hire Will Help the Company Progress its Practices

The Coca-Cola Company has just created a new position in its company to enhance its diversity and inclusion efforts. Effective immediately, the new position of chief diversity and inclusion officer will be filled by Salma Bashir.

Bashir has extensive experience in the field of diversity and inclusion. She spent three years as associate director of diversity and inclusion at Red Bull before moving to Pepsico where she spent six years as the director of diversity and inclusion. She then transferred to Keurig Dr. Pepper as the director of diversity and inclusion for five years before moving into her new role at Coca-Cola.



“Having Bashir join our team is an integral step towards diversity and inclusion for the company,” CEO James Quincey stated. “Bashir’s experience working with competitors and her unique certified qualifications will greatly impact how we function as a corporation.” Quincey continued to express how much he looks forward to seeing what Bashir does with the company.

Bashir graduated from Yale University with a bachelor’s degree in management and later an MBA in human resources management with a specialization in workplace diversity from the University of Notre Dame. Bashir continues to show her passion for diversity and inclusion by serving as a member of the Yale University President’s Diversity and Inclusion Commission.

About Coca-Cola: *Our vision is to craft the brands and choice of drinks that people love, to refresh them in body and spirit. And done in ways that create a more sustainable business and better shared future that makes a difference in people's lives, communities and our planet.*

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