

THE COCA-COLA COMPANY

ADOBE WORKFRONT

GLOBAL MVP LAUNCH

Enterprise Work Orchestration • System Migration • Global Activation & Adoption



SUMMARY

This initiative served as the first phase of transforming The Coca-Cola Company into the world’s leading tech-augmented marketing network by establishing a single, unified enterprise system of record that drives complete visibility and transparency enabling the global PMO communities to eliminate duplicate effort and empower global-to-local teams to co-create and deploy high-impact campaigns faster, and at scale.

SCOPE

Accountable for end-to-end product ownership, technical strategy, and global rollout of Adobe Workfront as the enterprise work orchestration backbone across Coca-Cola’s PMO communities. Operated under a strict executive mandate: zero-tolerance for launch failure (a failed MVP would have resulted in TCCC completely abandoning Workfront adoption).

Role: Sr. Director, Global MarTech | Global Workflow Technologist | Product Lead



Problems to Solve

Misalignment

Internal alignment is elusive due to market shifts and fragmented systems.

As the market shifts, teams need to replan align to initiatives on the fly.

Oftentimes, this causes manual processes and broken communication to occur which take time away from creative work execution.

Inefficient

Audiences demand more content in a rapidly evolving ecosystem.

As technology evolves, audiences evolve with it. Preferences and attributes evolve. Behaviors and journey are created or changed.

As a result, marketing channels are consolidated or created rapidly as demand increases. The right content needs to be delivered the right way, at the right time, to the right audience.

Inconsistent

Lack of compliance and governance processes produces risk for brand integrity.

Brand excellence starts by governing and ensuring consistency across channels.

To maximize production value and increase velocity of content-to-market speeds, unified work and content management processes must be orchestrated and optimized in a manner that can scale globally.

MISSION-CRITICAL DATA MIGRATION: SUNSETTING LEGACY ‘COKEWORKS’

Successfully extracted, transformed, and mapped **22,573 historical records** across **284 field columns** from legacy system 'CokeWorks' into Adobe Workfront with **zero operational downtime**.

1 System Lock & Extraction

- Initiated system freeze post-UAT sign-off.
- Extracted 22,573 historical CokeWorks records.
- Mapped 284 custom field schema columns.

2 Fusion Script Ingestion

- Executed automated Fusion iPaaS scripts.
- Mapped custom forms (INV Migration Form).
- Preserved historical UUID audit trails.

3 QA Sign-Off & Go-Live

- Executed automated & manual data quality assurance.
- Secured sign-off from IT & Marketing Ops.
- Onboarded active PMO users seamlessly.

KEY RESULTS

284
Columns Remapped

22,573
Records Preserved

0
Downtime

100%
CokeWorks Sunsetting



Multi-Vendor Governance & Product Org Ground-Up Build

MULTI-VENDOR ECOSYSTEM OVERSIGHT

Adobe Engineering & Professional Services:

Managed core platform roadmap, custom enterprise feature enhancements, instance architecture, and license allocation across 9 OUs.

WPP / StudioX Integration:

Orchestrated agency ecosystem alignment, standardizing external creative workflows, asset handoffs, and resource capacity planning with internal PMO teams.

Executive Leadership Team (ELT) Alignment:

Navigated high-visibility relationships across Global Marketing Operations, IT, Commercial Leadership, and regional OU Vice Presidents to secure continuous mandate.

INTERNAL PRODUCT TEAM & PRACTICE BUILD

Dedicated Product Owner Org:

Recruited, structured, and onboarded a team of internal Product Owners to own specific platform pillars: Platform Owner, PO Innovation, and PO Experience Loop.

Specialized PMO Workstream Leads:

Established dedicated functional leads for Intake & Demand Management, Prioritization Scoring, Global Innovation, and Dynamic Resourcing.

Agile Practice Governance

Instituted two-week sprint routines, backlog prioritization standards, user acceptance testing (UAT) gates, and release management across global delivery teams.

Global PMO Communities Shifted from Waterfall to Agile

1 GLOBAL PMO ENABLEMENT & TRAINING

- » **Live Interactive Bootcamps:**
Conducted hands-on, multi-time-zone training sessions for PMO leads and regional project managers across all 9 Operating Units.
- » **On-Demand Custom Video Libraries:**
Produced role-based video tutorials and step-by-step interactive workflow guides customized per Operating Unit hub.
- » **Regional Super-User Network:**
Established and mentored a network of MarTech super-users in each OU to drive local onboarding, troubleshooting, and continuous learning.

2 AGILE OPERATING MODEL & PROCES STANDARDS

- » **Waterfall to Scrum Transition:**
Spearheaded organizational shift from rigid waterfall project schedules to agile Scrum routines, sprint backlogs, and iterative reviews.
- » **'Virtual PMO' Standard Templates:**
Architected global project templates pre-loaded with step-by-step process guidance, automating compliance and approval checks.
- » **Centralized Help Desk Governance:**
Established centralized user support ticketing and access troubleshooting protocols for rapid MarTech issue resolution.

Phased Deployment Across 9 Operating Units

PHASE 1

LATAM PILOT

Q3 2022

- MVP Pilot in Latin America for Experience Loop & Product Innovation.
- Validated core project hierarchy, taxonomy, and custom forms.
- Initiated post-UAT legacy project freeze in pilot markets.

PHASE 2

GLOBAL 'BIG BANG'

2023 Q1-Q2

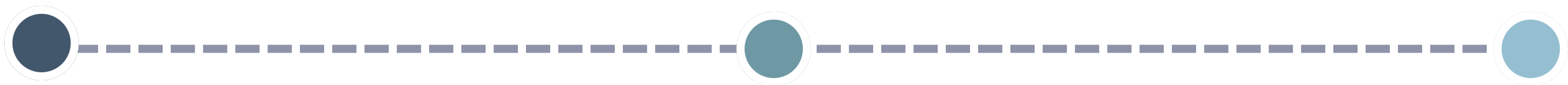
- Mass expansion across 6 OUs (EME, AOU, GCM, ASP, JSK, INSWA).
- Automated account provisioning & CokeWorks data ingestion.
- Integrated unified intake queues and prioritization scoring.

PHASE 3

ENTERPRISE COMPLETION

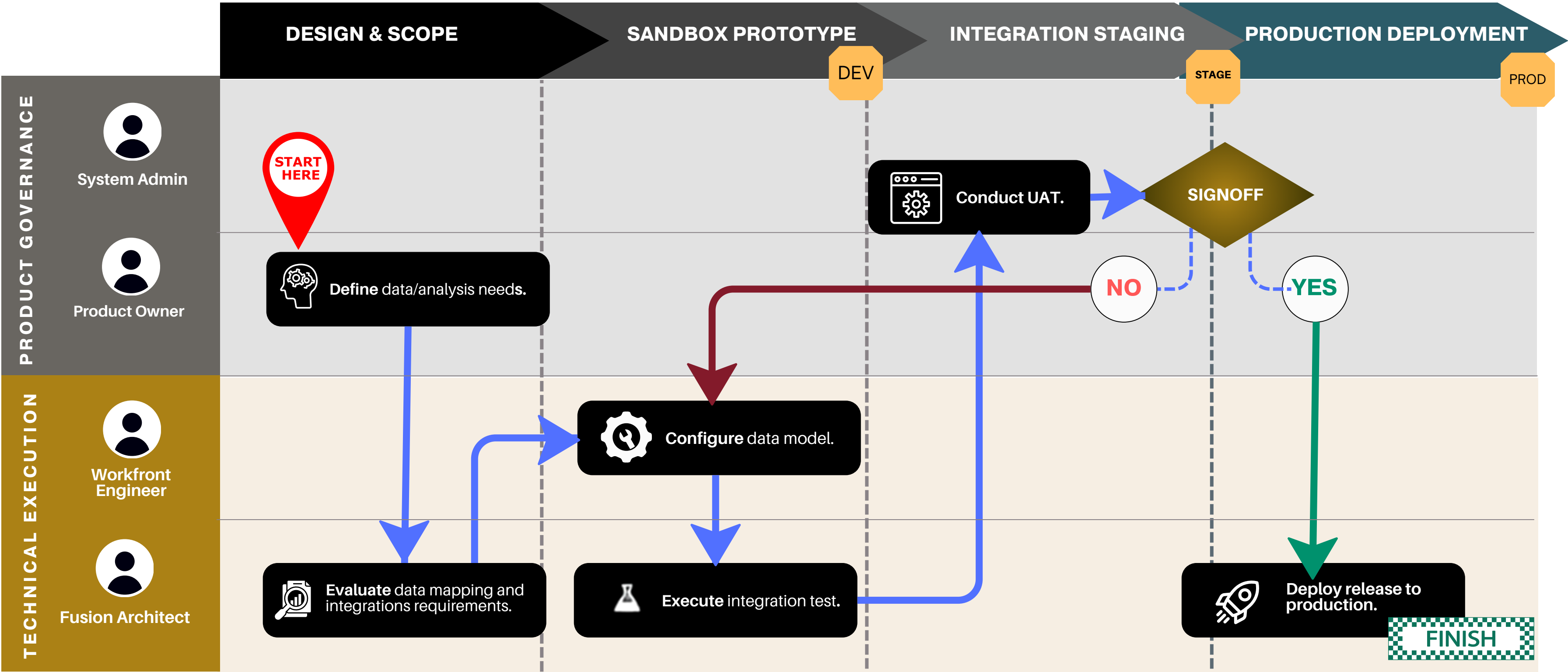
2023 Q3 - 2024 Q1

- Onboarded EOU and NAOU (North America), achieving 100% OU coverage.
- Scaled system to 2,500+ active users and 31,000+ active projects.
- Completed total sunset of legacy system CokeWorks enterprise-wide.



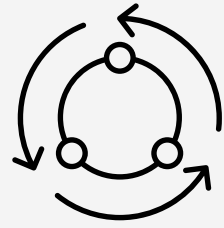
RELEASE MANAGEMENT FRAMEWORK

ENGINEERED TO GOVERN THE ENTERPRISE INTEGRATION LIFECYCLE



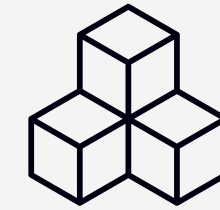
SYSTEM ARCHITECTURE & IPAAS INTEGRATIONS

WORKFONT FUSION
CONNECTED
WORKFRONT TO
CORE MARTECH
STACK



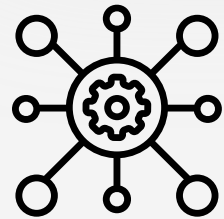
Unified Intake & Prioritization

- **Centralized intake queues** for Marketing & Product Innovation.
- Automated request scoring, **reducing planning cycle time by 33%.**



Dynamic Project Structure (DPS)

- **Parent-Child project hierarchy** linking global charters to regional OUs.
- Drove **3x increase** in multi-market campaign co-creation.



WF Fusion iPaaS Integrations

- KO Assets (AEM): Automated creative digital asset sync
- Oracle ISSCOM: Master Data Management taxonomy sync
- Salesforce MAP: Agency procurement & contracting workflow

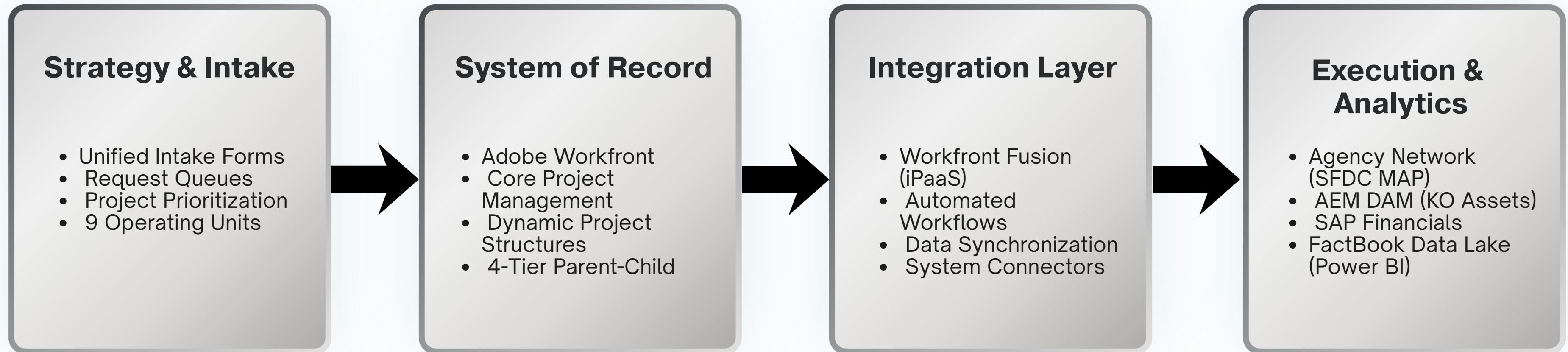


Enterprise Data Lake & Analytics

- Event-driven **RESTful API feeds** to FactBook ADL Data Lake.
- Real-time Power BI executive reporting across **31,000+ projects.**

SYSTEM FLOW: HIGH-LEVEL VIEW OF INTAKE, AUTOMATIONS, AND OUTPUTS

Workfront acts as the single source of truth for all marketing initiatives, replacing fragmented spreadsheets with real-time pipeline visibility across 2,500+ active users and 31,000+ projects worldwide.



Key Outcomes



High-Stakes MVP Execution Under Pressure

Delivered mission-critical enterprise deployment on time and within budget under a zero-tolerance mandate—turning a high-risk software pilot into Coca-Cola's global marketing system of record across 9 Operating Units.



Core technical Deliverables Authored & Operationalized

Authored initial Implementation Runbook, engineered 284-column CokeWorks-to-Workfront field migration schema, and defined iPaaS Fusion API architecture connecting SAP, SFDC, AEM, and ISSCOM.



Scalable Foundation for Enterprise Content Supply Chain

Established structured data taxonomy, digital asset management integrations (KO Assets), and standardized workflows required to support future Generative AI content scaling (StudioX / WPP).

QUANTIFIABLE IMPACT



33% Faster

Initiative Planning & Intake Cycles

Accelerated marketing intake and campaign prioritization through standardized scoring models and automated routing.



50% Reduction

Stakeholder Alignment & Decision Time

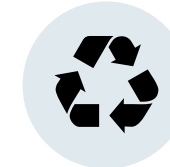
Dramatically streamlined cross-functional review cycles between brand managers, regional PMOs, and creative agency partners.



5x Increase

Process Standards Governance Adherence

Achieved universal adherence to global taxonomy, DME governance guidelines, and brand standards across all 9 OUs.



3X Uplift

Multi-Market Campaign Co-Creation

Expanded regional project participation and asset reuse, eliminating duplicate marketing builds across global markets.

THANK YOU.

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