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# SILVIA GARCIA

Former Coca-Cola Global Director of Happiness, Marketing and Communication

LONDON  
SPEAKER  
BUREAU

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## Topics

- Customer Experience
- Entrepreneurship
- Health
- Marketing
- Wellbeing

As former International Marketing Director and President of the Happiness Institute of Coca-Cola, Silvia Garcia studied how positive and negative emotions influence consumer and employees' decisions.

Silvia Garcia has inspired millions of people to do what it takes to increase sales, attract and keep more customers, build longer-lasting, healthier relationships, strengthen their leadership skills and become more profitable, happier and successful than they ever thought possible.

Using the first scientific index of happiness at work, Silvia proves the impact of increasing employees' happiness at work on business results and creates new brands and products that gain immediate consumer love. Highly demanded by companies all around the world, her speeches have been said to change "lives and companies".

Silvia Garcia is one of the top worldwide leaders on happiness at work and, as such, she is annually invited by the United Nations to discuss the state of happiness in the world.

She is a foresighted and humorous storyteller who enjoys simplifying big, complex ideas to make them actionable for a wide range of audiences.

She is known for her keynotes given in companies around the world. Silvia Garcia is described by clients from sectors like banking, food, sharing economy, media, and various universities and business schools as a "standout favorite for audiences", with a "rare and visionary intellect."