



DAGMAR BOGGS

Board-Ready Executive | Consumer, Customer & Brand Governance

Dagmar Boggs is a senior consumer and customer strategy executive with deep experience governing large, multi-brand portfolios across retail, foodservice, and on-premise channels. She currently serves as **President, Foodservice & On-Premise, Coca-Cola North America**, with accountability for brand execution, customer strategy, and commercial operations within one of the world's most valuable consumer brand.

Previously, Ms. Boggs served as **Chief Customer Officer, Coca-Cola North America**, overseeing the company's top 50 national and global customers, representing approximately **\$5.2 billion in revenue** and more than half of business unit profits. In this role, she established an integrated customer governance model across all routes to market, aligning brand strategy, customer execution, and revenue growth management. Her leadership delivered **\$232 million in operating income growth** and sustained value-share improvement.

Ms. Boggs has also held **enterprise P&L leadership roles** for multi-billion-dollar consumer businesses, including President of Coca-Cola's South Zone, where she governed customer, bottler, and distributor relationships across 16 states and delivered **22% revenue growth**. Earlier in her career, she led global customer teams for strategic global accounts including **7-Eleven and Burger King**, strengthening C-suite partnerships and joint value creation across international markets.

Widely recognized for translating consumer, customer, and brand insight into **disciplined governance and sustainable enterprise value creation**, Ms. Boggs brings deep experience operating within **complex, franchised, and highly regulated systems**. Her perspective spans economic cycles and category disruption, including evolving consumer expectations related to health and wellness, channel fragmentation, and digital commerce transformation.

She contributes a rigorous governance lens to **risk management and enterprise resilience**, with experience overseeing reputational risk, public policy engagement, and regulatory considerations across foodservice, retail, and consumer packaged goods

sectors. Her board-level perspective is informed by hands-on leadership through periods of transformation, including route-to-market redesign, portfolio optimization, and margin expansion through pricing architecture and revenue growth management.

Ms. Boggs offers meaningful oversight on **talent, culture, and leadership succession**, having built and led diverse, high-performing executive teams across geographies and functions. She is a committed advocate for inclusive leadership and workforce advancement.

She brings significant board and committee experience across industry and nonprofit organizations. Ms. Boggs serves on the **Board of Directors of the National Restaurant Association**, where she is a member of the **Executive Committee** and serves on the **Finance and Advocacy Committees**, providing oversight of financial stewardship, industry policy priorities, and reputational and regulatory risk.

She is **Chair of the Board of NextUp**, where she has served on the **Finance and Audit Committees** and **led the CEO search and selection process** to support the organization's strategic transformation and long-term sustainability. In this role, she provided oversight of **executive succession, organizational redesign, and governance modernization**, strengthening NextUp's leadership platform and mission impact.

Her governance style is characterized by **independent judgment, constructive challenge, and a long-term shareholder mindset**, supporting management teams while rigorously testing strategy, capital allocation, and execution against evolving consumer, customer, and societal expectations.

Education

Executive MBA, Emory University – Goizueta Business School
BA, Rollins College (*cum laude*)