



UNESDA appoints Nicholas Hodac as Director General

Brussels, 24 September 2019; UNESDA Soft Drinks Europe has appointed Nicholas Hodac as Director General. He will take up his role on 14th October.

Nicholas joins UNESDA having spent the past six years at IBM as EU Government and Regulatory Affairs Executive. He previously held positions as Head of the Brussels EU Affairs Office for Ford Europe and Manager EU Affairs for General Motors Europe. He began his career as an advisor in the European Parliament. In addition to his corporate experience Nicholas also has a strong knowledge of associations and has served as a member of the Board of the American Chamber of Commerce to the EU

“We are delighted to welcome Nicholas on board at this critical time coinciding with the appointment of the new European Commission and coming early in the new EU parliamentary term,” commented UNESDA president Tim Brett, president Coca-Cola Western Europe.

“With his experience in building an enabling policy environment within innovative sectors and for respected brands, Nicholas will lead UNESDA’s efforts to deliver and advance its ‘Sustainable, Responsible, Competitive’ aspirations while also forging and strengthening relationships with EU policymakers and stakeholders”.

Commenting on his appointment Nicholas Hodac said, *“I am thrilled to join one of the most dynamic trade associations in Brussels. I look forward to leading UNESDA in constructive partnership with new European policy makers in striving for a cleaner and healthier EU. “*

Of Belgian/Czech descent, Nicholas holds a law degree from the University of Brussels, a Bachelor in International and European Economics from the University of New York, Prague, and a Masters in European Politics from the Institut d’Études Européennes ULB, Brussels.

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About UNESDA

UNESDA Soft Drinks Europe represents the European soft drinks industry. Established in Brussels since 1958 the association gathers 11 corporate members and 23 national associations. Soft drinks which fall under the UNESDA scope include still drinks, fruit drinks, carbonates, sports drinks, flavoured waters, iced teas and coffees, dilutables and energy drinks. UNESDA is signatory to the EU Transparency register, No. 25492952296-56. For more information see www.unesda.eu