



Silvia Garcia

Silvia Garcia, Coca-Cola's former Global Director of Happiness, helps leaders create thriving workplace cultures. Her science-backed keynotes reveal how happiness, trust, and emotional intelligence unlock innovation, resilience, and peak performance—making them essential ingredients for success in the modern business world.

KEY TOPICS

- **The ROI of Happiness:** Why wellbeing boosts innovation, retention, and results
- **Positive Leadership in Uncertain Times:** Leading with purpose, trust and emotional intelligence
- **The Neuroscience of Sales and Marketing:** How emotion drives customer behaviour
- **Human-Centred Workplaces in the AI Era:** Balancing technology with emotional intelligence
- **How to Create Cultures That Thrive:** Practical steps to build engagement and resilience

BIOGRAPHY

Silvia Garcia: Unlocking Business Performance Through Happiness and Human Leadership

The Competitive Power of Workplace Happiness

In today's business landscape, emotional intelligence and employee wellbeing are no longer 'nice to have's'—they are critical drivers of performance. **Silvia Garcia** has championed this truth throughout her career, showing that happiness is not only good for people but great for business. As the former Global Director of Happiness, Marketing and Communications at Coca-Cola, Silvia pioneered strategies that transformed internal culture while strengthening global consumer connection. Her work draws from neuroscience, psychology, and communication to create high-performing, human-centric organisations. Through engaging and insightful keynote talks, Silvia demonstrates how fostering a culture of happiness leads to measurable business outcomes—from improved collaboration to higher innovation and increased sales. Her approach is grounded in

science but delivered with storytelling, warmth, and authenticity.

Leadership Rooted in Purpose and Science

At the core of Silvia Garcia's message is a simple but powerful belief: when organisations help people thrive, performance naturally follows. She provides leaders with the tools to foster purpose-driven workplaces—ones where trust, psychological safety, and emotional engagement flourish. Drawing from her extensive work in leadership development and cultural change, Silvia offers a modern framework for what it means to lead in today's world. She explores how neuroscience can help shape more effective leadership styles and how emotional intelligence supports better decision-making and team dynamics. Her keynotes blend scientific insight with everyday application, empowering leaders to shape cultures that boost resilience, motivation and business results.

A Legacy of Leadership at Coca-Cola

During her 15-year tenure at Coca-Cola, Silvia Garcia made a lasting impact as the company's first-ever Global Director of Happiness. Under her leadership, employee engagement soared, creativity flourished, and business outcomes improved. She became known for her strategic thinking and emotionally intelligent communication—key to guiding the brand through global shifts and opportunities. Silvia helped Coca-Cola connect more deeply with its consumers, engage employees around a shared purpose, and build trust across stakeholders. Her success lies in understanding that emotions influence every business outcome—from how customers relate to a brand to how teams perform under pressure. Today, Silvia applies this same expertise to help organisations around the world harness the human side of business for long-term success.

Science, Storytelling and Strategy

Silvia Garcia has the rare ability to combine neuroscience with business strategy and deliver it in a way that captivates audiences. Her speeches are known to be transformational—not only providing insight but also sparking action. She brings together the latest research with powerful real-life stories from her work at Coca-Cola and beyond. Whether she's addressing a boardroom, a leadership off-site, or a conference of thousands, Silvia connects deeply with her audience. She explains how to apply scientific tools in daily leadership, sales strategies, and organisational transformation. Her keynotes often tackle topics such as:

- How emotional intelligence enhances team performance
- The neuroscience of motivation and trust
- Ways to build meaningful customer connections through emotion-driven marketing

The result? Teams leave her sessions with a clear understanding of how to embed these ideas into real business practices.

Resilience and Trust in the Age of Change

The ability to build trust, collaboration, and resilience has never been more important. Silvia Garcia helps companies strengthen these essential qualities through culture-building strategies grounded in human psychology. She shares proven methods for creating environments where employees feel empowered to grow, innovate and thrive—even in times of rapid change. She is also widely consulted on the future of work and the human side of AI. Silvia explores how businesses can integrate technology without losing what makes us distinctly human: empathy, creativity and connection. Her insights on managing change through positive

leadership, trust-building and cultural alignment are especially valuable to organisations undergoing transformation or looking to future-proof their workforce.

A Global Voice for Positive Change

With more than 500 keynotes delivered across industries and continents, **Silvia Garcia** is one of the world's leading voices on workplace happiness and positive leadership. She is fluent in English, Spanish, and French and regularly travels from New York or France to deliver talks around the globe. Silvia is equally at home on TEDx stages and in boardroom briefings. She brings a unique blend of credibility and relatability, which makes her message resonate across cultures and roles. Her talks don't just leave audiences inspired—they leave them equipped to make measurable changes. Her recent appearance at TED Toulouse Business School highlighted the role of emotion in innovation—a powerful reflection of her belief that emotional intelligence is the cornerstone of creative, resilient businesses.

Book Silvia Garcia for Your Next Corporate Event

Whether you're hosting a leadership retreat, a company-wide conference, or an industry summit, **Silvia Garcia** will leave your audience with tools to build happier, more effective teams. Her science-based approach transforms workplace culture into a business advantage. Make your event unforgettable—[contact](#) us today to enquire about Silvia's availability and fees.