



*Delivering the promise
Owning the future*



Shaping Tomorrow's Workforce: How Coca-Cola Europacific Partners Are Powering the Future with Data to support their skills and capability agenda.

TUESDAY 24 JUNE 15:45-16:45

EMPLOYER Zone

ABOUT THIS SESSION

In this insightful session, Coca-Cola Europacific Partners share how they are using data to drive strategic workforce planning and support long-term skills development. Learn how data-driven insights can identify skills gaps, shape talent strategies, and deliver measurable ROI, ensuring your workforce is ready for the future.

WHY YOU SHOULD ATTEND THIS SESSION

Discover practical, data-led strategies to connect skills investment with business outcomes. Leave equipped with real examples and tools to strengthen your business case for skills programmes and make smarter, evidence-based decisions in workforce planning.

WHO SHOULD ATTEND THIS SESSION

HR directors, L&D leads, workforce planning managers, and organisational development strategists seeking to align skills investment with business priorities. Particularly valuable for those using data to drive talent strategies, close skills gaps, and demonstrate ROI on workforce development.

SPEAKER OVERVIEW

Sharon Blyfield OBE is Head of Early Careers and Apprenticeships GB and has been in the business for more than 30 years in a variety of functions and roles. She joined the HR team 20 years ago, covering all elements of Supply Chain and now heads up the Early Careers agenda for Coca-Cola Europacific Partners (CCEP) in Great Britain. Throughout her professional journey, she has consistently demonstrated excellence, earning several awards along the way and was recognised in the Queen's 2022 New Years' honours list with an OBE for services to Apprenticeships and Skills. Outside of CCEP she is an active board member for the Association of Employment and Learning Providers (AELP) and Vice-Chair of Youth Employment UK's board and in 2024 became a Fellow of the 5% Club.

