

SEAN O'NEILL

Major Career Roles

Chief Corporate Affairs and Sustainability Officer, Coca-Cola HBC
Chief Corporate Affairs & Sustainability Officer, Heineken
Global Brand & Market Communication Director, Diageo
Corporate Affairs & Communication Director, Guinness Brewing

Other Career Highlights

Special Advisor to Russian, Egyptian, Victorian (Australia) Governments on National Privatisation, BCW ß
Deputy Chair, Fairtrade

Sean O'Neill is a senior adviser and executive whose career spans nearly 30 years in corporate affairs, sustainability and strategic transformation across global corporations and consultancies, including Heineken, Coca-Cola HBC, Diageo, Guinness and BCW. He has held ELT level roles as Chief Corporate Affairs & Sustainability Officer within the CPG industry, and has advised international governments on national privatisation projects, as well as global businesses on policy, sustainability and communications.

Sean's diverse P&L experience includes agency management, MD of an international sports joint venture, retail operations and destination consumer experience centres. Alongside his executive roles, he has chaired the global drinks industry's two main bodies, served on international investment committees, and acted as trustee and board member for local and international charities. He is currently Deputy Chair of the Fairtrade Foundation and the founder of a consultancy focused on strategic and structural transformation. For the last 10 years, Sean has mentored C-suite and C-suite minus one executives as part of formalised mentoring programmes with national and international search firms.

He brings deep cross-sector expertise in:

- Corporate affairs & sustainability – leading global functions and advising on policy, ESG and communications
- Strategic transformation & stakeholder management – delivering impact across sectors and geographies
- Governance & industry leadership – chairing industry bodies and serving on investment and charity boards
- International experience & cultural fluency – living and working in seven countries, managing diverse teams and projects

Sean has been recognised for his leadership in sustainability and industry governance, including appointments to international advisory boards and sector committees. He is known for creating and leading integrated, practical strategies to address large-scale, complex challenges and for his contributions to advancing ethical business practices and stakeholder engagement.