

In late 2017 Sofia joined Molson Coors to lead the US innovation team. Since then, she has been promoted to VP North American Innovation and is now the Global VP of Marketing for Miller Family of Brands & Economy Portfolios.

Sofia has been credited for transforming the company's innovation approach and developing a robust pipeline beyond beer. Sofia and her team's biggest impact has been on speed and building successful brands with meaningful points of difference like Vizzy Hard Seltzer and Blue Moon Light Sky.

Leading the Miller portfolio, Sofia has focused the team on re-energizing her brands to move at the speed of culture while delivering a fresh POV and clear product role. This strategy has led to ground-breaking work like the Miller Lite Cantenna, Farewell Holiday Work Parties, Champagne of Beers Region, Miller Lite & New Balance Shoezie, J Balvin 'Es Jose Time', and finally recent holiday favorites Beernaments and Gingerbread Dive Bar.

Sofia has been recognized by Crain's as a 2019 Top 40 Under 40 and in 2021 as Campaign's US Female Frontier for Breaking Brand Barriers as well as Brand Innovator's Top 100 Women in Brand Marketing. Her team's work on Miller won multiple industry awards in 2021, including D&AD, One Show and Cannes. Prior to joining Molson Coors, Sofia spent seven years at PepsiCo in a variety of marketing and innovation roles. The Canadian-Uruguayan is fluent in Spanish, and her interests include food, fitness, travel and spending time with her husband and two sons.