



FELICIA WILLIAMS HALE, B.B.A. '00

Chief of Staff, The Coca-Cola Company

Felicia Hale serves as chief of staff for the North America Operating Unit of The Coca-Cola Company, leading the unit's strategic planning and long-term growth initiatives while driving seamless communication and collaboration across the organization. Prior to her current role, Felicia was the operating unit's equipment strategy lead. She also served as the general manager for the Freestyle business, managing a \$1 billion P&L, while also leading the long-term strategy for beverage equipment solutions for the company.

Prior to leading its Freestyle business, Felicia held a variety of commercial and operations roles at The Coca-Cola Company. Under her leadership, the company launched several sparkling water brand extensions, accelerated category growth, and grew revenue and value share.

Before joining The Coca-Cola Company, Felicia worked at Georgia Pacific, Novartis, and General Mills. In her time at these companies, she served in a variety of sales, marketing, and operations roles and led commercial innovation.

Felicia received a bachelor's degree in marketing from the University of Miami, and serves on the University's alumni board of directors.

She is married to Isaiah and has two children, Jordan and Joshua. In her spare time, she enjoys traveling, cooking, and cheering on all Miami sports franchises.