

**Felicia Williams Hale, B.B.A. '00**

Vice President, System Marketing, The Coca-Cola Company

Felicia Hale is a proud University of Miami alumnus who serves on the University's alumni board of directors, as well as the Dress for Success board of directors, and the Congressional Black Caucus Foundation. In her current role as vice president of system marketing for the North America Operating

Unit of The Coca-Cola Company, she drives the company's marketing agenda. Hale previously served as Chief of Staff to the President of the North America Operating Unit where she led strategic planning and long-term growth initiatives.

Felicia's experience at the Coca-Cola company includes time serving as the North America operating unit's equipment strategy lead and as 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 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 has over 20 years of experience in delivering revenue growth and market penetration through commercial strategy, customer focus, brand development, innovation, and analytical acumen.