

Claudia Lorenzo
President, ASEAN and South Pacific Operating Unit
The Coca-Cola Company

Claudia Lorenzo was appointed president of the newly formed ASEAN and South Pacific operating unit of The Coca-Cola Company in September 2020. Before being appointed to this expanded role, Claudia was president for the Company's ASEAN business unit and has been based in Singapore since 2019.

Lorenzo joined The Coca-Cola Company in Brazil in 1994 and went on to hold a variety of roles across functions, including key account management, shopper marketing, planning, franchise leadership and public affairs, communications and sustainability. She led public affairs, communications and sustainability in Brazil from 2015 to 2017. Her last role before moving to Asia was serving as vice president of Still Beverages for the company's Brazil business unit.

Prior to Coca-Cola, Lorenzo worked for Globo TV in Brazil for four years.

Lorenzo earned a degree in journalism from Helio Alonso University, or FACHA, and holds an executive MBA with a focus in retail management from IBMEC. She is passionate about diversity in the workplace as well as sustainability and social purpose. Under Claudia's leadership, Coca-Cola Brazil created a social business program called "Coletivo" that became the biggest private-sector driven program to support youth with education and first job opportunities. This program also accelerated the reach of Coca-Cola's ambitious recycling and women's economic empowerment goals in Brazil. Claudia is also an active participant in the Global Women's Leadership Council of The Coca-Cola Company where she strives to accelerate female participation in leadership positions across the organization.