



Felicia Hale serves as Chief of Staff for the North America Operating Unit of The Coca-Cola Company.

Felicia leads the strategic planning and long-term growth initiatives for the North America Operating unit while driving seamless communication and collaboration across the organization. Prior to her current role, Felicia was the Equipment Strategy lead for the North America Operating Unit at the Coca-Cola Company. She served as the General Manager for the Freestyle business, managing a \$1B P&L, while also leading the long-term strategy for Beverage equipment solutions for the company.

Prior to leading the Freestyle business at Coca-Cola, 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, Hale served in a variety of sales, marketing and operations roles and led commercial innovation.

Hale serves on the Alumni board of directors for the University of Miami.

Hale received a bachelor's degree in marketing from The University of Miami.

She is married to Isaiah and has two children, Jordan (17) and Joshua (14). In her spare time, she enjoys traveling, cooking and cheering on all Miami sports franchises.