



2026 Page Annual Conference



**Beatriz “Bea” Perez,
Executive Vice President
& Global Chief
Communications,
Sustainability and Strategic
Partnerships Officer,
The Coca-Cola
Company Chair,
The Coca-Cola Foundation**

Beatriz “Bea” Perez is Executive Vice President and Global Chief

Communications, Sustainability and Strategic Partnerships Officer of The Coca-Cola Company and chair of The Coca-Cola Foundation.

In these roles, Perez leads a team that protects and propels one of the world's most iconic brands, including managing reputation; driving enterprise-wide communications strategy; and forging partnerships across media, government, academia and retail.

Perez, who was named to this role in 2017, also serves as general manager of a more than \$1 billion licensing and retail attractions business. The Coca-Cola Foundation, which she chairs, has deployed more than \$1 billion in philanthropic investment over its history.

Perez was the company's first Chief Sustainability Officer, and she designed the global sustainability strategy that has defined Coca-Cola's leadership in water stewardship and key environmental initiatives for more than a decade.



Perez began her career at Coca-Cola in 1994. She went on to hold senior-level branding, marketing, operations and public policy roles. She served as chief marketing officer for Coca-Cola North America, where she developed key sports and entertainment relationships. Through 2022, Perez oversaw strategic marketing assets, including the renewal of a partnership with the International Olympic Committee; marketing activations for FIFA; and all global marketing assets.

Perez has served on the boards of HSBC North America Holdings, Inc., the HSBC Finance Corporation, HSBC Bank Nevada, N.A., and Primerica. She currently serves on the board of W.W. Grainger, Inc.

Perez also serves on the boards of not-for-profit organizations, including the board of trustees of Children's Healthcare of Atlanta, the Atlanta Rotary Club, the Metro Atlanta Chamber, Georgia Historical Society and the Hispanic Scholarship Fund. She previously served on the boards of USO (United Service Organizations), Save the Children, Effie Worldwide and was Chair Emeritus of the Grammy Foundation Board. In Atlanta, Perez served on the boards of The Coca-Cola Scholars Foundation, Pace Academy and the Georgia Research Alliance.

Perez has received numerous honors and awards, including from The Trust for Public Land, the National Forest Foundation, the Association of Latino Professionals for America, Hispanic Executive magazine, and CNN and People en Español. She is a member of the American Advertising Hall of Fame, the Sports Business Journal's Hall of Fame and the PR Week Hall of Fame. Provoke Media has listed her as a member of the Influence 100 for communicators since 2017. Perez was awarded "She Runs It" Women of the Year and the TJ Martell Foundation's Circle of Legends.

Perez holds a Bachelor of Science degree from the University of Maryland. She received an honorary degree of Doctor of Letters from Oglethorpe University.