

# **Carolyn Everson**

## **Senior Advisor, Permira**

Carolyn Everson was elected as a Director of The Coca-Cola Company in 2022. Ms. Everson is a Senior Advisor at Permira, a global private equity firm, and has held this position since January, 2023.



Ms. Everson is a business leader with extensive experience in media and consumer-facing companies. Prior to joining Permira, she was an Advisor/Active Angel Investor and prior to that, she served as president of Instacart. Prior to that role, she was vice president, Global Business Group, at Facebook, Inc., now known as Meta Platforms, Inc., where she led a global team of more than 4,000 people and was responsible for over \$80 billion in revenue. Prior to Facebook, Ms. Everson was corporate vice president of the Global Advertising Sales, Strategy and Marketing at Microsoft Corporation. Her other previous roles included seven years at Viacom, where she ultimately served as executive vice president and chief operating officer of U.S. TV Sales at MTV Networks at Viacom. Prior to Viacom, Ms. Everson worked at Primedia, Inc., Walt Disney Imagineering and Accenture Consulting.

Ms. Everson serves on the boards of The Walt Disney Company, Under Armour, Inc., The Knot Worldwide, GWI, Square Space, Unitary, Viam, Villanova University, Columbia University Vagelos School of Physicians. She previously served on the board of Creative Artist Agency from 2019-2023.

Ms. Everson earned a bachelor's degree in liberal arts and communications from Villanova University. She has a master's degree in business administration from Harvard Business School