

# Claudia Lorenzo

**President, ASEAN and South Pacific**

Claudia Lorenzo is president of ASEAN and South Pacific for The Coca-Cola Company.

Prior to her current role, Lorenzo served as president of the ASEAN business unit based in Singapore from 2019 to 2020.

Lorenzo previously served as vice president of Still Beverages for the company's Brazil business unit.

Lorenzo joined The Coca-Cola Company in Brazil in 1994 and went on to hold a variety of roles across several 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.

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, both in Brazil.

