Claudia Lorenzo

President, ASEAN and South Pacific

Claudia Lorenzo is president of the ASEAN and South Pacific operating unit of The Coca-Cola Company, based in Singapore.

She leads a diverse team in the region covering a variety of developed and developing countries across Southeast Asia and the South Pacific.

She is passionate about driving growth in a way that is good for business, for society and for our people. She has played a leading role for Coca-Cola in the region on topics such as innovation, digital transformation, DEI and sustainable packaging and has served as president of Food Industry Asia and on the advisory board of Circulate Capital. She is also currently the chair of The Coca-Cola Company’s Global Women’s Leadership Council.

Prior to her current role, Claudia served as president of the ASEAN business unit based in Singapore from 2019 to 2020. She previously served as vice president of Still Beverages for the company’s Brazil business unit.

Claudia 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, Claudia worked for Globo TV in Brazil for four years.

She holds 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.