

The Coca-Cola Company



Peter R. Villegas **Vice President** **Head, Office of Latin Affairs**

Peter R. Villegas is Vice President and Head, Office of Latin Affairs for The Coca-Cola Company. Peter serves as a national spokesman for the company, developing and managing the execution of local, regional and national strategies that position Coca-Cola as a leading corporate citizen in the U.S. Hispanic community. Peter is also a member of the Coca-Cola North America Executive Leadership Team and the Coca-Cola Social Justice Committee.

Peter's responsibilities include managing relationships with key local, state and national Hispanic political, community, business and civic leaders. Recognized as a regional and national corporate leader, Peter has wide-ranging knowledge of various corporate, civic, political, and community issues and initiatives, totaling 27 years of experience in corporate America.

In 2019, Peter was recognized by Latino Leaders Magazine as one of the Most Influential Latinos in the country.

Peter is also a Board member of the following organizations:

- California State Athletic Commission
- Congressional Hispanic Caucus Institute
- Congressional Hispanic Leadership Institute
- National Association of Latino Appointed & Elected Officials
- U.S. Conference of Mayors Business Council
- Delta Aeroméxico Corporate Leadership Advisory Council
- Hispanas Organized for Political Equality Advisory Board
- Florida State University Center for Hispanic Marketing
- Inland Empire Economic Partnership

Peter lives in California with his wife Vickie and their daughter, Alisandra.

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