

Curtis Ferguson

President, Greater China and Korea The Coca-Cola Company



Curtis Ferguson is a 30 year veteran of The Coca-Cola Company and is President of The Coca-Cola Greater China and Korea Business Unit. Curt leads operations in Mainland China, Hong Kong, Macau, Taiwan, South Korea and Mongolia, responsible for a US \$12 billion retail business The BU operation covers more than 1.7 billion population, while directly employing 50,000 system associates which supports 500,000 additional jobs.

After experience at Procter & Gamble, Curt joined Coca-Cola USA in Atlanta, Georgia in 1983. After transferring to Asia in 1988, he held a variety of management and bottler positions in subsidiaries of The Coca-Cola Company in Thailand, Indonesia, Singapore, Malaysia, Cambodia, Nepal, Sri Lanka and Vietnam. In July 2000, he became Managing Director of The Coca-Cola Bottling Company of Egypt.

In late 2003, Curt became Senior Regional Director for the Western Africa region based in Morocco. In January 2005, he was appointed President of the North and West Africa Division based in Cairo, responsible for 27 countries. In 2011, his responsibilities increased to 34 countries to include the Middle East region as well as Pakistan and Afghanistan as President of the Company's Middle East and North Africa Business Unit. For many years, Curt was named to the Forbes Top Ten list of influential leaders in the Middle East. In 2012, The Middle East and North Africa Business Unit was recognized with The Woodruff Cup for Best All Around Performance across all the Company's Business Unit.

In September 2016, Curt came back to Asia and was appointed as President of Coca-Cola Greater China and Korea Business Unit.

Curt holds a Bachelor of Science degree with majors in Finance and Management from the Indiana University Kelley School. He is a graduate of the Executive Development Program at Stanford University and the Executive Management Program conducted by Wharton and Emory Universities. In April 2015, he was elected to the Academy of Alumni Fellows at Indiana University and is on the Board of the Indiana University Foundation and Kelley Business School Dean's Advisory Council. Curt has extensive experience as a Board Director for independent Bottlers, community and business based organizations.