

The Coca-Cola Company



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

Peter R. Villegas is Vice President in the Office of Latin Affairs for the Coca-Cola Company. In his position, Mr. Villegas serves as a national spokesman for the company developing and managing the execution of local, regional and national strategies that position the Company as a leading corporate citizen in the U.S. Hispanic community. Peter's responsibility 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-range knowledge of numerous corporate and community issues; he is responsible for key advocacy, civic, public policy & corporate initiatives.

Peter has 22 years of experience in corporate America. Peter began his career as a bank teller, and has spent the last 18 years in key management positions.

Villegas is a board member of the following organizations:

- United States Hispanic Chamber of Commerce "Chair-Elect"
- American Israel Public Affairs Committee National Council,
- National Association of Latino Appointed & Elected Officials
- Biennial of the Americas
- California Latino Economic Institute
- Inland Empire Economic Partnership
- Latino Jewish Leadership Council.

Peter was also appointed Commissioner to the city of Rancho Cucamonga.

Peter received the Shimon Peres Visionary & Leadership Award presented by the Israeli Consulate of Los Angeles in 2016 and was recognized in 2015 by Hispanic Executive Magazine as one of the top 10 Latino executives in the country. Peter received the 2012 United States Hispanic Chamber of Commerce Corporate Advocate of the year award and in 2005, the Orange County Register identified Peter as one of the top ten people who will help shape the next 100 years of Orange County, CA.

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