



Rhona S. Applebaum, Ph.D. is the Vice President and Chief Science & Health Officer at The Coca-Cola Company where she is responsible for developing and executing the Company's global health and well-being strategy on issues related to food safety, diet and health. In addition, her responsibilities extend to furthering stakeholder engagement, scientific collaborations and partnerships and increasing public awareness of the importance of active, healthy lifestyles and energy balance.

Dr. Applebaum also serves as the Executive Director of the Company's Beverage Institute for Health and Wellness, where she directs the global expansion of the Institute and its role as a valued, evidence based information and education resource for health professionals and others on various health and wellness topics and the science of

beverages.

Dr. Applebaum joined The Company in 2004 and, prior to her current role, led Global Scientific and Regulatory Affairs (SRA). In this position she was responsible for driving research and education programs, advancing regulatory science strategies, communicating Company positions on SRA matters and expanding networks and partnerships. In 2012, she was elected by The Coca-Cola Company's Board of Directors as a Vice President of the Company.

Dr. Applebaum serves on numerous committees and advisory boards, including the Department of State's Advisory Committee on International and Economic Policy, the Centers for Disease Control Foundation's Corporate/CDC Roundtable on Global Health Threats, the EPODE International Network Advisory Committee, the Harvard Medical School Global Health Advisory Council and the Institute of Food Technologists' Senior Food Officials Committee. She is a member of the American Beverage Association's Health and Nutrition Committee, the Healthy Weight Committee's Foundation Working Group, The International Life Sciences Institute's Board of Directors and Executive Committee, the International Food Information Council Foundation Board of Trustees, and the Grocery Manufacturers Association's Science and Regulatory Affairs Council (SRAC) Executive Committee. In 2012, Dr. Applebaum was honored as one of the "100 Women Leaders in STEM" (Science, Technology, Engineering and Math).

In 2009-2010, she served on The Center for Strategic and International Studies Commission on Smart Global Health Policy to map a course for a healthier global future through a long-term U.S. strategy to enhance global health. Dr. Applebaum also served as a member of the Science Advisory Board of the U.S. Food and Drug Administration (FDA) where she chaired the Center for Food Safety and Applied Nutrition (CFSAN) Research Review Subcommittee responsible for conducting a detailed review of CFSAN's research, support programs and alignment with their regulatory responsibilities. Dr. Applebaum has been a member of FDA's Food Advisory Committee, USDA's Agricultural Policy Advisory Committee for Trade, and the Agricultural Technical Advisory Committee for Trade for animal and animal products.

Prior to her appointment at The Coca-Cola Company, Dr. Applebaum was Executive Vice President and Chief Science Officer for the National Food Processors Association (NFPA) where she was responsible for the overall direction of NFPA's three laboratory centers; scientific, regulatory and international policy (including NFPA-Asia in Bangkok, Thailand); the Office of Food Safety Programs; and NFPA's Research Foundation. She served as NFPA's scientific spokesperson on nutrition and health, food safety, biotechnology and food protection. Dr. Applebaum previously held leadership positions with the Distilled Spirits Council of the United States, the Chocolate Manufacturers Association, the American Cocoa Research Institute and the National Confectioners Association.

Dr. Applebaum received her B.A. from Wilson College in history and biology, her M.S. in nutrition and food science from Drexel University and her Ph.D. in food microbiology and food safety from the University of Wisconsin. She has authored/co-authored numerous scientific publications and has presented at many national and international conferences, congresses and meetings.