

**DANA J. BOLDEN '89**

**ATLANTA, GA**

Group Communications Director, Finance Communications, Worldwide Public Affairs & Communications for The Coca-Cola Company since 2006. He has earned the professional designation of Accredited Public Relations (APR) and is a member of the Public Relations Society of America and the Black Public Relations Society.

As an undergraduate, Dana worked as a reporter for the Ring-Tum-Phi, a disc jockey on WLUR and was a member of the varsity wrestling team. He began his career as a television reporter with CBS affiliate WPEC-TV in West Palm Beach, FL, before moving to the public relations field. In 1991, he joined public relations firm Cohn & Wolfe in Atlanta where he rose to the rank of vice president of public affairs. In 1998, he joined IT services provider EDS where he held a variety of international postings and leadership roles and left the company as the director of global sales communications. In 2004, he joined Philip Morris USA as a director of media relations where he managed the 50<sup>th</sup> anniversary of the company's flagship brand, Marlboro. Following that role, he assumed his current role with The Coca-Cola Company.

Dana has taught numerous crisis and financial communications, public affairs and business writing classes to professional associations and at Clark College, Iona College, Georgia State University and Washington & Lee University.

Dana is a member of the Harley Owners Group (HOG) and an avid motorcyclist. He has two children, eight-year-old Asa and six-year-old Celeste with his wife Leslie whom he married in 2000.