

Jeffery Tobias Halter

Director of Diversity Business Development
The Coca-Cola Company



Jeffery Tobias Halter is Director of Diversity Business Development at The Coca-Cola Company. In his current role he manages the integration of the company's strategy's regarding Diversity and Multiculturalism in relationship to the Marketplace, the Community and the Workplace. He began his 25 year career at The Coca-Cola Company in Sales & Marketing, and his responsibilities over that time included a wide range of elements from strategic planning, to national accounts sales and regional marketing. For the past 12 years he has he led a series of initiatives focused on Leadership Development and Diversity Strategy & Education.

Jeffery is also author of the book *Selling to Men, Selling to Women*. A featured keynote speaker, his work regarding gender differences in the sales process and book were recently quoted in Tom Peter's new work *Xellence Always*. He has been a contributing writer to the Tom Peters Times and PINK Magazine. He is also Master Certified Trainer and holds certifications in over 10 different development areas including Performance Management, Coaching & Feedback and Multiple Sales Technologies.

Jeffery is a passionate advocate in the development of women in leadership and currently co-chairs the Corporate Reputation Committee of The Coca-Cola Company's Women's Forum. He also sits on the National Advisory Boards for Women's Food Service Forum (Executive Programming), Linkage Inc, (The Summit on Leading Diversity and Women in Leadership), the National Society for Diversity in Sales & Marketing and Simmons Business School's Business Advisory Board.

He did his Undergraduate work at the University of Wisconsin and has a Masters from Georgia State University. He has taught Business Communications at Georgia State University and been a Guest Lecturer at The Goizueta School of Business at Emory University and the Coles School of Business at Kennesaw State University. He is married and has two college aged children.