



**J. Brady Lum**  
**President and Chief Operating Officer**

J. Brady Lum was named President and Chief Operating Officer for Special Olympics International in May 2008. In his role, Lum serves more than 3.1 million Special Olympics athletes worldwide in 175 countries. Lum joins the movement at a critical time as the organization is experiencing its greatest growth period in its' 40 year history having grown from one million athletes in 2000 to already exceeding the goal of more than 3 million by 2010.

Prior to Special Olympics, Lum spent 15 years at The Coca-Cola Company, serving in a variety of senior management positions. Most recently, he held the position of Vice President and Project Director, Manifesto for Growth, at their worldwide headquarters in Atlanta, Georgia. In this role, he led the integration of the global initiative to recast Coke's mission, vision, values, distinctive capabilities, and a global team design to better drive long-term growth and sustainability. Prior to this position, Lum was Coke's Regional General Manager for the Northeast, operating one of the largest business units in North America. During his tenure at Coca-Cola, Lum obtained valuable experience in regional operations, marketing, strategic planning and integration, change management, and organizational development.

Lum brings his proven track record and experience in establishing sustainable strategic plans, building strong collaborative teams and working within multinational, decentralized businesses to the Special Olympics movement.

He has served as Chairman of the Board of the national Hands On Network, and as a Board Member chaired the Strategic Planning Committee of the recently combined Hands On Network and Points of Light Foundation. He has served on the Jefferson Scholars National Selection Committee at the University of Virginia, Diversity Leadership Academy in Atlanta and the Mead Endowment Committee at University of Virginia.

Lum is an Honors graduate of the University of Virginia, received a Masters of Business Administration from Harvard School of Business, and served as a Research Associate at the Institute of Strategic and International Studies in Kuala Lumpur. He speaks conversational Spanish and Malay, enjoys cooking, camping and is pursuing a second degree in Music.

He is married to Jill Morehouse Lum and lives in Chevy Chase, Maryland with their three children.