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## **New Executive Named to Lead U.S. Business Engagement in the Asia-Pacific**

Seattle, WA. - The National Center for Asia-Pacific Economic Cooperation (NCAPEC) welcomes the appointment of Bart Peterson, Senior Vice President, Corporate Affairs and Communications, Eli Lilly and Company, to represent the United States on the APEC Business Advisory Council (ABAC). Atul Keshap, U.S. Senior Official for APEC, officially notified the ABAC Secretariat of his appointment early this week.

Commenting on the appointment NCAPEC President Monica Whaley noted, "ABAC provides private sector input into the government APEC process at the highest levels. It provides critical advice on a range of issues such as energy security and infrastructure development. Having such an experienced and capable business executive on the Council means that U.S. business interests will be well represented in APEC." Whaley went on to say that the Peterson's prior experience as a public official and background in the life sciences will bring a valuable perspective to the ABAC and raise the profile of health on the ABAC agenda.

This highly respected business executive will join Rich Lavin, Group President, Caterpillar as a U.S. ABAC Representative, and will meet with his ABAC counterparts from APEC's twenty other economies to advise APEC Leaders on issues affecting the continued growth of the region's economy. ABAC, created by APEC Leaders in 1995, consists of three business representatives from each APEC economy chosen by their respective heads of state. ABAC meets quarterly to discuss policy recommendations, undertake activities to promote trade and investment, and reports directly to the APEC Leaders at their annual meeting each fall.

Bart Peterson is the Senior Vice President, Corporate Affairs and Communications, Eli Lilly and Company and serves as a member of the company's Executive Committee. Mr. Peterson oversees the firm's State, Federal and International Government Relations efforts. He and his team are responsible for public policy planning and development; external and internal communications; pricing, reimbursement, and access; corporate social responsibility; branding; anti-counterfeiting; health information technology coordination; and community and public relations.

Prior to joining Lilly in June of 2009, Mr. Peterson served in distinguished leadership roles in the both the public and private sectors. From 2000-2007, Peterson served two terms as the mayor of Indianapolis, the nation's 12th largest city, during which his achievements included leading the transformation of the city's public school system and playing an instrumental role in the business expansions of FedEx, Rolls Royce and WellPoint in Indianapolis. Prior to being elected mayor of Indianapolis, Peterson was president of The Precedent Companies (1995 - 1999), a commercial and residential real estate development and financial services company in Indianapolis. Most recently, Peterson has also served as resident fellow in the Kennedy School of Government at Harvard University; taught graduate-level classes on city government and community planning at Ball State University; was managing partner of an urban redevelopment fund for Strategic Capital Partners, LLC; and served a one-year appointment as an urban fellow to consult and advise Living Cities, a New York-based organization that promotes real estate and human development in communities of poverty.

The National Center for APEC is an organization supported by U.S. companies that generates and supports U.S. private and public sector engagement in the APEC process. From its offices in Seattle, the National Center serves as the secretariat for the three U.S. ABAC representatives, works with U.S. companies to identify opportunities to advance U.S. priority issues within the APEC process and advocates for U.S. interests with business counterparts in the Asia-Pacific region.