

**Ulrica Fearn**  
**General Manager**  
**Diageo Business Services**  
**Budapest, Hungary**

**Ulrica Fearn's Experience:**

General Manager, Global Shared Services - Budapest

**Diageo**, Public Company; 10,001+ employees; deo; Wine and Spirits industry  
*April 2013 – Present (5 months) Hungary*

Western Europe Controller

**Diageo**, Public Company; 10,001+ employees; deo; Wine and Spirits industry  
*September 2011 – April 2013 (1 year 8 months) London, United Kingdom*

CFO, Finance Director Diageo Northern Europe

**Diageo Plc**, Public Company; 10,001+ employees; deo; Wine and Spirits industry  
*August 2010 – June 2012 (1 year 11 months) London, United Kingdom*

SVP Global Audit & Risk North America

**Diageo**, Public Company; 10,001+ employees; deo; Wine and Spirits industry  
*May 2008 – July 2010 (2 years 3 months) Greater New York City Area*

CFO, Finance Director Diageo Australasia

**Diageo**, Public Company; 10,001+ employees; deo; Wine and Spirits industry  
*April 2005 – April 2008 (3 years 1 month) Sydney Area, Australia*

CFO, Finance Director Asia Venture

**Diageo Plc**, Public Company; 10,001+ employees; deo; Wine and Spirits industry  
*September 2004 – April 2005 (8 months) Singapore*

Head of Treasury, Group Treasury

**Diageo**, Public Company; 10,001+ employees; deo; Wine and Spirits industry  
*September 1998 – April 2005 (6 years 8 months)*

**Ulrica Fearn's Education:**

1993 – 1997 – University of Halmstad, Sweden

Master of Business Administration (M.B.A.), Multinational Finance

1993 – 1997 – University of Halmstad, Sweden

Bachelor of Business Administration (B.B.A.), Finance, General