



Brazil - U.S. Business Council

Alfonso G. Zulueta

Senior Vice President and President, Lilly International
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Alfonso "Chito" Zulueta is a senior vice president of Eli Lilly and Company and president of Lilly Emerging Markets.

After joining Lilly in 1988 in the Philippines, Chito held several sales and marketing positions in the U.S. before becoming general manager of the Philippines affiliate in 1995. He also served as vice president of global marketing, as vice president for diabetes, family health, and neuroscience products for the U.S. operations, and as president of the company's Asian operations before becoming president of Lilly Japan in 2008.

Chito received a bachelor's degree in economics from DeSalle University in the Philippines and a master's degree in business administration from the University of Virginia.

He has chaired the Japan-based executive committee of the Pharmaceutical Researchers and Manufacturers of America (PhRMA), and he serves on the boards of the American Chamber of Commerce in Japan and U.S.-Japan Business Council.