

J. BRUCE LLEWELLYN

Class of 1945

Inducted 2001

J. Bruce Llewellyn, Class of 1948, has distinguished himself nationally as an entrepreneur, a public official, and as a role model in the American business community. He is Chairman and Chief Executive Officer of the nation's largest Black-owned firm, the Philadelphia Coca-Cola Bottling Company.

Mr. Llewellyn joined the Army after graduating from White Plains High School. He left the service at the age of 21, opened a retail store in Harlem and enrolled in college. He earned a Bachelor's degree from The City University of New York, graduated from New York Law School in 1960 and later earned an MBA from Columbia University and a degree in public administration from New York University.

Mr. Llewellyn worked in government in the 1960's. He spent three years in the Manhattan District Attorney's office. In 1965 he became Regional Director of Region II of the United States Small Business Administration, and, in 1967, he was appointed Deputy Commissioner of Housing for the City of New York.

In 1969 Mr. Llewellyn bought Fedco Foods Corporation, a ten-store food chain with sales of \$18 million. When he sold Fedco 15 years later, it had become the nation's largest minority-owned retail firm with 29 supermarkets, 900 employees and annual sales of \$100 million. During this period, Mr. Llewellyn also served as Chairman of Freedom National Bank and as President of the Overseas Private Investment Corporation by appointment of President Carter.

Mr. Llewellyn was part of a group that purchased The Philadelphia Coca-Cola Bottling Company in 1988. He remains Chairman and the majority stockholder. He is also Chairman of the ABC television network affiliate in Buffalo.

President Clinton appointed Mr. Llewellyn to the President's Advisory Committee for Trade Policy and Negotiation. He also serves on the Board of the Fund for Large Enterprises in Russia and is currently Chairman of the United States Small Business Administration Advisory Council.