



## 2025 Page Annual Conference



**Jim Wilkinson**  
**Executive Chairman,**  
**Trailrunner International**

Jim Wilkinson serves as Executive Chairman of TrailRunner International.

Prior to founding TrailRunner, Jim served as SVP, Head of International Corporate Affairs for Alibaba Group, the world's largest online and mobile marketplace. At Alibaba Group, Jim played a key leadership role in the company's historic IPO in 2014. He also designed and led Alibaba's international communications

strategy, and he built the company's international corporate communications and government relations teams.

Prior to joining Alibaba Group, Jim served as Executive Vice President, Communications for PepsiCo, a global food and beverage leader with net revenues of more than \$65 billion. Jim joined PepsiCo from Brunswick Group, where he served in San Francisco as Managing Partner for International Business and Financial Strategy, providing strategic counsel on global corporate mandates spanning international operations, corporate and financial communications, corporate reputation, investor relations, crisis management, and litigation. Jim also worked for Brunswick Group in Texas, where he established and built the firm's Dallas/Fort Worth office.

Prior to Brunswick Group, Jim served as Chief of Staff for U.S. Secretary of the Treasury Henry M. Paulson, serving as Paulson's senior strategist and counselor, and working on matters of financial policy and crisis management. Prior to his work for the Treasury, Jim served as Senior Advisor to U.S. Secretary of State



Condoleezza Rice and worked with Rice in The White House at the National Security Council as Deputy National Security Advisor for Communications. From 2002-2003, Jim was Director of Strategic Communications for General Tommy R. Franks at U.S. Central Command, and from 2000-2001 served in the White House as Deputy Assistant to the President and Deputy Director of Communications. Prior to working in the White House, Jim spent several years working in the U.S. Congress for House Majority Leader Dick Armey (R-TX) and the National Republican Congressional Committee.

Jim served as an officer in the U.S. Navy Reserves and taught international communications at The Johns Hopkins University. Jim holds degrees from the University of Texas at Arlington (BBA, Finance), The Johns Hopkins University (MA), and Wheaton College (MA, Biblical Studies and Theology). Jim is also a graduate of the Yale University School of Management Global Executive Leadership Program.

Jim serves as a national board member for the Make-A-Wish Foundation, on the Board of Trustees for The Women's Sports Foundation, and on the Board of Directors for Headstrong – a national mental health treatment practice of choice for our nation's military, veterans, and their family members.

Jim is an endurance sports enthusiast and enjoys trail running, playing chess, snowboarding, and playing acoustic guitar. Jim also has a love of aviation and is a commercially rated pilot.