



Pierre Ubaldo Ferrari

August 21, 1950 - March 29, 2025

Pierre Ferrari died peacefully, surrounded by family, on March 29. Pierre was a leading figure in international development and a transformative chief executive of the global nonprofit Heifer International.

Pierre was born in 1950 in the Belgian Congo (now the Democratic Republic of the Congo) to Edouard and Huberte Ferrari. His parents fled Congo in 1960 with Pierre and his sister Danielle, following the eruption of civil conflict. A peripatetic childhood ensued, with moves from Brussels to Nairobi, Kenya and finally to boarding school in England.

Pierre earned a master's degree in economics from Cambridge University, then attended Harvard Business School. While at Harvard, he met and married Lalor Cadley, with whom he had his two beloved sons, Peter and Oliver. Pierre and Lalor divorced after twenty-three years of marriage.

After graduating from Harvard, Pierre began a two-decade career in the beverage industry and climbed quickly, becoming Senior Vice President of marketing for Coca-Cola USA. In 1995, he answered a deep calling to serve the poor with a dramatic career change, becoming Special Assistant to the President of the humanitarian organization CARE. Following that role, he worked on a dizzying array of social and environmental ventures. Notably, he served as Board Chair of Ben & Jerry's (favorite flavor: Cherry Garcia) and

managed the Hot Fudge Social Venture Capital Fund. He invested in Guayakí Sustainable Rainforest Products and so enjoyed working with the young Californians who led it that he took on a full-time role with the company.

Pierre met artist and designer Kimberly Youngblood in 2002 while the two were consultants on a marketing project for the Beijing Olympics. They married seven years later, bestowing on Pierre the new role of stepdad to Kim's daughters Olivia and Elsa.

In 2010, Pierre became President and CEO of Heifer International. The job was the perfect outlet for his bold vision, business acumen, strategic mind, and personal devotion to ending hunger and poverty worldwide. Under his leadership, Heifer evolved from a broad collection of many small projects to large-scale, community-driven programs designed for lasting impact. He pushed Heifer teams to be more strategic, focused, and accountable to the smallholder farmers they serve.

Pierre's sons Peter and Oliver were a constant presence and inspiration, his stepdaughters Olivia and Elsa a delight and blessing, and his wife Kimberly a trusted and adored partner. Only a few months before his death, Pierre's eldest son Peter shared with his dad the news that he would soon be a grandfather. Pierre was elated.

Condolences may be expressed to the family online at www.mckoon.com.

McKoon Funeral Home & Crematory 770-253-4580

Cemetery Details

McKoon Funeral Home & Crematory

38 Jackson Street
Newnan, GA 30263
care@mckoon.com
<http://www.mckoon.com>

Tribute Wall

GO

“ Goga purchased the Peaceful White Lilies Basket for the family of Pierre Ubaldo Ferrari.



Goga - April 03, 2025 at 11:04 AM

PM

“ I extend my deepest sympathies to Pierre's family. I first met Pierre in his Heifer International office in 2010 when I went in to introduce myself as a person researching and writing about Heifer's history. We had a lovely discussion and formed a mutual respect that carried us through his tenure at Heifer. I will be eternally grateful for his support of my work in researching, documenting, and sharing the story of Heifer's early years. My prayers are with you all during this sad time and during your transition to life without Pierre's physical presence.
Peace and blessings,
Peggy Reiff Miller

Peggy Reiff Miller - April 03, 2025 at 10:37 AM

BC

“ 1 file added to the tribute wall



Brad Camrud - April 02, 2025 at 01:53 PM

BC

One of my favorite memories with Pierre, Kim and the girls. It was an amazing evening on the eve of the wedding!

Brad Camrud - April 02, 2025 at 01:55 PM

TS

Pierre was brave enough to take on a loud, wacky, loving, fun, talkative, creative and wonderfully frenetic Youngblood family with all its branches. Cheers to you Pierre for taking the bull by the horns and grounding the group with grace and style.

Tracy Seagraves - April 02, 2025 at 02:25 PM