

**Julie Hamp**  
Senior Vice President,  
Consumer Relations & Chief Communications Officer, PepsiCo

Julie Hamp is senior vice president, consumer relations and chief communications officer of PepsiCo, which owns the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines, each of which generates more than \$1 billion in annual retail sales each. PepsiCo's main businesses – Quaker, Tropicana, Gatorade, Frito-Lay, and Pepsi Cola – also make hundreds of other enjoyable and wholesome foods and beverages that are respected household names throughout the world. With net revenues of approximately \$60 billion, PepsiCo employs nearly 300,000 people worldwide.

Hamp assumed this role in December 2007, and is responsible for PepsiCo's global external and internal communications - including corporate communications, media relations, consumer affairs, marketing communications and digital media. She also leads communications strategies advancing PepsiCo's unique commitment to sustainable growth, called Performance with Purpose.

Prior to joining PepsiCo, Hamp was vice president, Communications for General Motors' (GM) European region. Based in Zurich, Switzerland, she was responsible for media relations, internal communications, brand publicity and corporate communications, partnering with GM leaders in 27 countries. Hamp's previous positions within GM included general director, Communications for Latin America, Africa and the Middle East; general director for GM's brands in North America; and vice president, Communications, Saturn. During her tenure at GM, she covered communications in all areas of the business, including engineering, manufacturing, sales and marketing communications.

Hamp is based in Purchase, N.Y.

Education:

- Bachelor of Science (Communications), Ferris State University, Big Rapids, Mich.
- Post-graduate (Executive Development Program), Harvard Business School, Boston, Mass.

Affiliations and Appointments:

- Board of Directors member, The Ad Council
- Accredited Member, Public Relations Society of America
- Member, Arthur W. Page Society

