



## Athina Kanioura

### Executive Vice President, Chief Strategy and Transformation Officer

Athina Kanioura is Executive Vice President, Chief Strategy and Transformation Officer at PepsiCo. PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated nearly \$92 billion in net revenue in 2024, driven by a complementary beverage and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

An accomplished innovator and transformation leader, Kanioura oversees PepsiCo's end-to-end strategy to win both as a total company and in key markets, including our digitalization strategy. She also leads company-wide transformation—ensuring that our scale is leveraged as we focus on accelerating profitable growth and identifying areas of cost efficiency and optimization—in addition to overseeing Data Products, Platforms, and Talent.

Prior to joining PepsiCo, Kanioura was the Chief Analytics Officer and Global Head of Applied Intelligence at Accenture, where she specialized in applying AI and analytics to drive business value. During her 15 years at Accenture, Kanioura grew the Applied Intelligence function from a subspecialty to a global group at the forefront of scale business transformation. She also ran Sales and Customer Analytics globally and drove the company's offerings in customer relationship management and personalization. Kanioura specializes in transforming businesses with emphasis on data and technology, and brings many years of practical experience globally in industries such as telecomms, oil and gas, financial services, and consumer packaged goods, having worked with companies such as Mondelez, Unilever, P&G, Reckitt Benkiser, Phillip Morris, and Adidas.

Kanioura is a member of the Royal Statistical and Economics Society, where she contributes to shaping government policy around how data is used by bodies like the IMF. She also sits on the board of the Institute of Marketing Sciences and is a keen educator who has held lectureships at UMIST (UK), Imperial College London (UK), and the University of Sheffield (UK), where she also earned her PhD in Econometrics and Quantitative Economics.

Kanioura is based in Purchase, N.Y.