



## Björn Bernemann

### President, PepsiCo International Beverages Franchise

Björn Bernemann is the President of PepsiCo International Beverages Franchise. 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 more than \$91 billion in net revenue in 2023, 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.

A 12-year PepsiCo veteran, Björn, took on his most recent role in January 2022, bringing PepsiCo's iconic global beverage brands and innovations into a closer, more effective collaboration with the franchise-owned bottling operations. Björn's focus includes creating a world-class consumer-focused franchise beverage system that strengthens the network and builds capabilities to drive advantage for today and tomorrow in a franchise-centric organization.

Björn believes in developing high-performing teams through passion, purpose, and fun with a service-first mindset. He consistently demonstrates the ability to work across developed, developing, and emerging geographies to meet the needs of customers and consumers. Passionate about environmental and human sustainability, Björn led PepsiCo's initiatives to become the first big beverage brand to become 100% rPET and to reduce sugar across the portfolio in critical markets across Europe.

Since joining PepsiCo in 2009, Björn has had several leadership positions in developed, developing, and emerging geographies, including but not limited to leading the beverages strategy for Europe, the joint venture with Lipton for Europe & Sub-Saharan Africa, the North America juice and the Nordic businesses. Before joining PepsiCo, he spent eight years at Procter & Gamble.

He holds a Master of Business Administration from the University of Bayreuth in Bayreuth, Germany.

Married with two sets of twins, Björn speaks five languages, has lived in eight countries, and currently resides in Dublin, Ireland.