



## Eugene Willemsen

### Chief Executive Officer, Africa, Middle East, South Asia

Eugene Willemsen is Chief Executive Officer, Africa, Middle East, South Asia. 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 \$86 billion in net revenue in 2022, 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.

Over the past two decades, Eugene has been harnessing the power of diverse teams to create high-performing businesses and some of the world's most resonate brands.

Most recently, Eugene served as Chief Executive Officer, Sub-Saharan Africa in 2019 and as Executive Vice President of Global Categories & Franchise Management from 2015 to 2019, where he was responsible for the strategic direction of PepsiCo's global categories and brands as well as PepsiCo's global commercial functions, during which he oversaw a period of strong growth.

Prior to that, Eugene led the company's global tea joint venture with Unilever, which operates in roughly 120 countries worldwide, following more than a decade leading PepsiCo businesses in Europe. He has served as Senior Vice President, General Manager for PepsiCo's South East Europe business, overseeing our operations in 17 countries, including Turkey; Senior Vice President and General Manager, Commercial for PepsiCo Europe, heading up the Marketing & Sales functions across Europe for all lines of business; Senior Vice President, General Manager for PepsiCo's Northern Europe business; and General Manager of PepsiCo's snack business in the Benelux and Belgium. Eugene joined PepsiCo from Friesland-Campina in 1995.

Eugene holds a BBA from Nijenrode University in the Netherlands, a MSc in Economics from the "VU University" in Amsterdam and an Executive MBA from INSEAD. He previously served as a board member of the Association of National Advertisers (ANA), the AdCouncil and the Dutch Grocery Manufacturers Association, where he served as its Chairman. Eugene is the Chairman of the U.S. Chamber of Commerce's U.S.-Africa Business Center and Vice Co-Chairman of U.S.-U.A.E. Business Council.