



Eugene Willemsen

Chief Executive Officer, International Franchise Beverages

Eugene Willemsen currently serves as the Chief Executive Officer, International Franchise Beverages. In this role Eugene is responsible for our Beverage businesses and interests outside of North America. Eugene is also responsible for our SodaStream business and “Beyond the Bottle” beverage options. He also provides oversight to our foods business in India. Since joining PepsiCo in 1995, he has built a track record for harnessing the power of diverse teams to create high-performing businesses.

Prior to his current role Eugene was Chief Executive Officer, Africa, Middle East, South Asia (AMESA) and International Beverages from 2019 till December 2024, leading that sector through significant transformation and major milestones. PepsiCo AMESA employs over 26,000 associates, servicing a total of 74 countries.

Previously, Eugene served as the CEO of PepsiCo SSA (Sub-Saharan Africa) and as Executive Vice President of Global Categories & Franchise Management, where he was responsible for the strategic direction of PepsiCo’s global categories and brands as well our global commercial functions. Eugene has also led our global tea joint venture with Unilever, which operates in roughly 120 countries worldwide.

In his career in Europe, Eugene served as Region President for PepsiCo’s Southeast Europe business, overseeing operations in 17 countries; SVP Commercial for PepsiCo Europe, heading up the Marketing & Sales functions across Europe; 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.

Under his leadership, PepsiCo AMESA has committed to various social impact programs across multiple communities where PepsiCo operates with focus on women empowerment and youth development. He is very committed to nurturing and supporting innovation and entrepreneurship in AMESA by empowering the next generation of change makers through initiatives such as the Arab Youth Hackathon, She Works Wonders, Amal Academy amongst others. Dedicated to fortifying community partnerships, Eugene has also championed programs in economic and women empowerment, including Tamakani and the Rania Rizk Young Arab Women Leaders Scholarship Program. Eugene received the CARE Impact Award for Corporate Vision due to his work for PepsiCo's partnership with CARE's She Feeds the World program, which empowers women and advances gender equality in agriculture globally.

Eugene’s positions currently include Chair of the U.S. Chamber’s U.S.-UAE Business Program, Advisory Board Member for the Dubai Chamber of Commerce, and Chairman of the US-Africa Business Council at the US Chamber. He represents PepsiCo on the World Economic Forum’s Regional Action Group for Africa. Previously, Eugene has served on the boards of the Association of National Advertisers (ANA), the AdCouncil, and was Chairman of the Dutch Grocery Manufacturers Association.

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.