



Silviu Popovici

Chief Executive Officer, Europe, Middle East and Africa

Silviu Popovici is the Chief Executive Officer of PepsiCo Europe, Middle East and Africa. In his role, Silviu oversees PepsiCo's operating units within the Europe, Middle East and Africa Foods Region, including Pakistan and the company owned bottling operations. 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.

Previous to his current role, Silviu served as Chief Executive Officer of PepsiCo Europe from August 2019 to December 2024. Prior to that assignment, he served as President, Europe Sub-Saharan Africa from September 2017 to March 2019 when he was named Chief Executive Officer, Europe Sub-Saharan Africa. He previously headed PepsiCo's business in Russia, Ukraine and CIS (The Commonwealth of Independent States) for two years and prior to that, spent three years as president, PepsiCo Russia. He previously held senior leadership roles at Wimm-Bill-Dann, running both their beverage and dairy businesses. Prior to joining PepsiCo, Popovici held several general management positions with the Coca-Cola system in Eastern Europe.

Popovici has extensive experience in a number of areas, including sales, marketing, operations and general management, with global companies: Bristol-Myers Squibb and Coca-Cola HBC in Romania, Russia, and Ukraine.

Silviu holds a Master's degree in Physics and an MBA from the London Business School. He also completed the Advanced Management Program at the Harvard Business School.