



## Steven Williams

### Chief Executive Officer, North America

Steven Williams is the Chief Executive Officer of PepsiCo North America, overseeing a more than \$48 billion business that spans PepsiCo's Foods and Beverage operating units. His leadership encompasses more than 125,000 associates and over 900 locations across the U.S. and Canada. Steven joined PepsiCo in 2001 as part of PepsiCo's acquisition of the Quaker Oats Company, which he joined in 1997, and has held leadership positions of increased responsibility since.

In his previous role as CEO of PepsiCo Foods North America, Steven was responsible for overseeing all aspects of PepsiCo's nearly \$21 billion snack and convenient foods business in North America. This included Frito-Lay North America (FLNA) and Quaker Foods North America (QFNA), which featured iconic brands such as Lay's, Doritos, Cheetos, Tostitos, Ruffles, Fritos, Stacy's Pita Chips, SunChips, and Quaker Oats.

Under Steven's leadership, Frito-Lay became the #1 growth driver in total food and led savory snack innovation in the consumer packaged goods (CPG) industry, achieving the most growth in this category from 2022 to 2024. He spearheaded PepsiCo's expansion into plant-based and organic snacks and led strategic acquisitions, including PopCorners and Sabra, which enhanced PepsiCo's portfolio of Positive Choices and supported our pep+ sustainability and nutrition goals.

He also led initiatives such as the rollout of compostable packaging, earning the U.S. EPA SmartWay Excellence Award, and the addition of 500 EV trucks, including the first-ever Tesla Semi, collectively reducing 143 metric tons of CO<sub>2</sub>e emissions annually.

Steven played a key role in the company being ranked as the #1 Supplier in Kantar's PowerRanking for nine consecutive years from 2016 to 2024, showcasing PepsiCo's leadership in strategy, branding, marketing, and supply chain management.

Earlier in his tenure at PepsiCo, Steven led the company's global Walmart business, managing the PepsiCo portfolio of products across all aspects of the Walmart Business worldwide, including Walmart U.S., Sam's Club, and Walmart International Divisions. In this role, he built strong strategic partnerships and delivered significant retail sales and share growth.

Beyond PepsiCo, Steven actively contributes to various organizations. He serves on the board of directors for State Farm Mutual Automobile Company, participating in audit, finance, and investment committees. He is also Campaign Chair for United Way of Metropolitan Dallas' Annual Campaign during their Centennial year, and sits on the President's Advisory Board for the University of Texas Southwestern Medical Center. Additionally, he is active with industry groups like the Consumer Brands Association (CBA), Food Marketing Institute (FMI), and National Retail Federation (NRF).