



Steven Williams

Chief Executive Officer, North America

Steven Williams is the Chief Executive Officer, North America at PepsiCo. He joined PepsiCo in 2001, bringing strong leadership experience from the food and beverage industry. As CEO of PepsiCo's North America business, which generated more than \$48 billion in net revenue in 2023 across the Foods and Beverages operating units, Steven drives our overall strategy for North America. He harnesses our collective scale and capabilities to accelerate profitable growth, while focusing on future-proofing the business. Steven is dedicated to strengthening our distinctive capabilities across commercial and supply chain to ensure sustainable long-term growth and competitiveness. Steven is also responsible for accelerating the integration of critical support and services to the operating units, to ensure efficiency and effectiveness. In this role, he oversees more than 125,000 associates across over 900 locations in the United States and Canada.

In his previous role as CEO, PepsiCo Foods North America, Steven oversaw all aspects of PepsiCo's nearly \$21 billion snack and convenient foods business in North America, including Frito-Lay North America (FLNA) and Quaker Foods North America (QFNA), with a diversified portfolio of iconic brands, including: Lay's, Doritos, Cheetos, Tostitos, Ruffles, Fritos, Stacy's Pita Chips, SunChips and Quaker Oats. In this role, Steven was accountable for more than 65,000 associates and over 500 locations across the U.S. and Canada. Prior to that, Steven served as senior vice president and chief commercial officer for Frito-Lay's U.S. organization, setting strategy and overseeing all commercial activities for the U.S. field sales and customer organization, in addition to leading a large multi-functional sales organization, spanning all Frito-Lay retail customers, sales channels and go-to-market systems. He also previously served as senior vice president and general manager for Frito-Lay's East division, where he was responsible for the overall business and performance management for the six geographic regions in the Eastern U.S.

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.

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 across PepsiCo in sales, general management, customer management, sales planning and shopper marketing – gaining deep experience and building a proven track record of strong results.

Steven is a member of the board of directors of State Farm Mutual Automobile Company, sitting on audit and finance and investment committees, and is very active in the community, serving on the president's advisory board for University of Texas Southwestern Medical Center, in addition to being a board member and Campaign Chair for United Way of Metropolitan Dallas' Annual Campaign during their Centennial year. He is also active in industry associations such as the Food Marketing Institute (FMI), Consumer Brands Association (CBA), and National Retail Federation (NRF).

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.