



Vince Jones

PepsiCo eCommerce Head

Vince Jones is the eCommerce Head of PepsiCo. 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 \$79 billion in net revenue in 2021, 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.

Vince is responsible for the holistic strategic direction and execution of PepsiCo's eCommerce business, as well as incubating digital capabilities that enable PepsiCo's continued growth and transformation. In this capacity, he leads a team of more than 200 professionals comprised of both CPG experts and native digital talent who are embedded throughout the PepsiCo business.

Before coming to PepsiCo in 2017, Vince built deep eCommerce domain expertise and general management experience. He was Chief Operations Officer & Chief Digital Officer at Bluestem Brands, a \$2 billion direct-to-consumer retailer, with responsibility for eCommerce, Technology, Supply Chain, Merchandising Operations, Global Sourcing, and Inventory Management. While at Bluestem he co-founded the Zenalytics Lab, which created significant innovations in credit and marketing decisions using machine learning modeling techniques for predictive analytics.

Previously, Vince was President & Chief Executive Officer of eBags; VP of Operations & Finance at SugarSync (a cloud computing startup); and a member of the launch team at Walmart.com. He started his career as a consultant at Andersen Consulting (now Accenture) where he specialized in technology and operations consulting.

Vince has a BS in Business Administration from the University of Arkansas and an MBA from the Stanford Graduate School of Business. He lives in Minnetonka, Minnesota, with his wife and two children.