



ANNE TSE

Chief Executive Officer,
Asia Pacific Foods



Anne Tse is the Chief Executive Officer of APAC, leading one of PepsiCo's fastest-growing and highly dynamic businesses across Asia Pacific, Australia/New Zealand, and Greater China. As CEO of APAC, Anne puts driving accelerated growth and category leadership, as well as building transformational organization capabilities at the core of her agenda.

Since joining PepsiCo in 2010, Anne has held numerous key positions. Prior to her current position, she was the CEO of Greater China, covering the comprehensive operations of Beverages, Foods, and the acquired/invested local brands Be & Cheery and Natural Foods. She also held the responsibility of Chief Consumer Officer of APAC, leading the Marketing and R&D functions for the region.

Over the past years, Anne and her team have step-changed the PepsiCo China business end-to-end – from accelerated category and brand penetration through consumer “pull” turbocharged by innovation and elevated brand experience, to advantaged omni-channel coverage and customer leadership. She has consistently propelled growth through enterprise-wide digital transformations, supply chain competitiveness, deep local insights and consumer-centricity, and future-back organization culture and capabilities.

Under her leadership, PepsiCo China was a pioneer in establishing a dedicated e-Comm and digital structure in the F&B industry. Anne is also a big believer in innovation, not only in product and brand experience, but also business models, earning iconic awards such as Superbrands, GenZ's Favorite Brands, and top positions for most household penetration gains, for brands like Pepsi and Lay's.

She has a strong passion for talent development and leadership. She is a committed sponsor to leadership and mentorship programs at and outside PepsiCo, promoting diversity and mentoring young talents on personal growth and resilience. As such, PepsiCo China has been awarded Greater China Top Employer for 13 years and APAC Top Employer for the 4th consecutive year.

Anne has been named one of the Most Powerful Women in Asia in 2024, and Most Powerful Women in China since 2022 by Fortune. She was also included in Forbes China's Top 100 Outstanding Businesswomen in both 2023 and 2024.

Prior to joining PepsiCo, she was an Associate Partner at McKinsey & Company, and CEO of Mannings China. Anne grew up in Hong Kong and obtained her MBA from Kellogg School of Management, Northwestern University.