



ROBERTO P. MARTÍNEZ

International Chief Commercial Officer
and CEO of New Revenue Streams



Roberto P. Martínez is PepsiCo's International Chief Commercial Officer and CEO of New Revenue Streams. In this role, Roberto oversees our International Commercial Organization in support of the company's strategic growth initiatives to strengthen our ecosystem of growth. This includes Customer Strategy, Revenue Management, DX, Perfect Store, Go-to-Market Strategy and driving adoption to capture value from GTM digital solutions.

As CEO of New Revenue Streams, Roberto also leads the creation of new business verticals for our brands. He also leads our Away from Home Food business with a focus on accelerating our pivot to new business models for meal occasions. Additionally, Roberto oversees a newly created global licensing and merchandising business to manage the flow of our brands across markets around the world.

Roberto has performed in diverse and different position within PepsiCo since joining in 1996. With a vision always focused on promoting human talent, he has distinguished his work by achieving great transformations within the divisions under his charge. Previous to his current role Roberto served as President of PepsiCo Mexico Foods (PMF), where he has managed a business of ~\$7B US in annual sales with over 50,000 employees. Before his role as President of PepsiCo Mexico Foods, he served as Chief Commercial Officer and SVP for Nutrition, Cookies & Crackers LatAm, where he oversaw LatAm's commercial

Before his role as President of PepsiCo Mexico Foods, he served as Chief Commercial Officer and SVP for Nutrition, Cookies & Crackers LatAm, where he oversaw LatAm's commercial agenda and was responsible for the Strategy of the Nutrition and C&C categories. Prior to this, he was the President of PepsiCo Foods CASA (Central and South America). During this role, Roberto managed a business of \$2B US in sales, with more than 17,000 employees spanning more than 41 countries and territories. Preceding this position, he was SVP Sales for PepsiCo Mexico Foods, a position with more than 23,000 employees under his charge, 18,000 DSD routes and more than 800,000 customers to serve each week.

Before moving to Mexico, Roberto spent 11 years working for PepsiCo in Argentina, serving in several senior roles looking after brand management, marketing, and R&D. He also served as marketing director for the Latin America Southern Cone region. Roberto earned his degree in Marketing at Universidad de Ciencias Empresariales y Sociales in Buenos Aires, Argentina, and currently resides in Monterrey, Mexico, with his family.

He is married to Marina, and has three sons and one daughter, named Nicolás, Agustín, Tomás and Milagros.



Roberto's Profile
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