



Jane Wakely

Executive Vice President, Chief Consumer and Marketing Officer and Chief Growth Officer, International Foods

Jane Wakely is Executive Vice President, Chief Consumer and Marketing Officer and Chief Growth Officer, International Foods at 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 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.

Jane oversees PepsiCo's Global Consumer organization across our brand portfolio, which includes R&D, Marketing, Insights, Design and Category Strategy. She will also lead our International Foods Global Group in support of PepsiCo's efforts to accelerate growth in this fast growing strategic category.

Prior to joining PepsiCo, Jane was the Lead CMO at Mars Incorporated where she was a driving force in the transformation of Mars' consumer functions, leading and launching Mars' innovative mandate for sustainable growth with people, data, creativity, and purpose at its heart. Jane began her career at Procter & Gamble. Over the past three decades, she has operated globally and in highly complex product categories, brands and businesses across a variety of growth, turnaround, and transformation challenges.

Jane has led teams who have won numerous industry awards over the last decade, including more than 160 Cannes Lions, 120 One Show awards, 100 Effies and 60 Design and Art Direction awards. Personal highlights include winning the inaugural Grand Prix in the Sustainable Development Goals category at Cannes, in partnership with the United Nations Development Program. She was also recognized as Advertiser of the Year by Spikes Asia in 2021 for the "Lion's Share". Jane was one of the founding members of the Global Alliance for Responsible Media and is active across the United Nation's Unstereotype Alliance, the World Federation of Advertisers and the Association of National Advertisers. She holds an BS with honors in Business Administration and is also qualified as a Chartered Accountant.

Most importantly, Jane is a proud mother of a daughter and son who have reawakened her own creativity and purpose to create a bright future.