



Ram Krishnan

CEO, PepsiCo Beverages North America

As the CEO of PepsiCo Beverages North America (PBNA), Ram Krishnan oversees all aspects of PepsiCo's beverage business in North America, which generated more than \$27 billion in net revenue in 2023, as well as Global Foodservice. With 60,000 associates and 400 locations across the United States and Canada, PBNA's iconic portfolio of beverages includes Pepsi, Gatorade, bubly, MTN DEW, STARRY, Starbucks ready- to-drink coffee, LIFEWTR, Lipton, Rockstar Energy Drink and a strategic distribution partnership with CELSIUS.

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, 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.

Since joining PepsiCo in 2006, Ram has held a number of senior leadership roles, most recently serving as CEO of International Beverages and Chief Commercial Officer of PepsiCo. Ram oversaw PepsiCo's International Beverages agenda, which encompasses the company's Global Concentrate group, Franchise operations, Global Beverage group, SodaStream and Beyond the Bottle. His responsibilities leading the Global Commercial organization included Customer Strategy, Revenue Management, Go-to-Market, E-Commerce, Lipton, Beyond Joint Ventures, and PepsiCo Venturing Group in support of the company's efforts to accelerate growth. Additionally, Ram worked with PepsiCo's CEO to transform and scale the company's Commercial Data & Digital capabilities.

Prior to that role, he served as the Executive Vice President and Global Chief Commercial Officer, and CEO of our Asia Pacific, Australia/New Zealand and China (APAC) Region. He previously was Senior Vice President and General Manager of PepsiCo's global Walmart Customer Team and also served as Frito-Lay North America's (FLNA) Senior Vice President and Chief Marketing Officer. Prior to Frito-Lay, Ram spent six years at Cadillac.

Ram has won numerous product innovation and advertising industry awards and serves on the Board of Directors for the Tractor Supply Company. Ram holds an MBA from the University of Michigan and an MS, BS in Engineering.