



Silviu Popovici

Chief Executive Officer, Europe

Silviu Popovici is the Chief Executive Officer of PepsiCo Europe. 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.

Popovici became Chief Executive Officer of PepsiCo Europe in August 2019. Prior to this assignment, he served as President, Europe Sub-Saharan Africa from September 2017 to March 2019 when he was named Chief Executive Officer, Europe Sub-Saharan Africa. He previously headed PepsiCo's business in Russia, Ukraine and CIS (The Commonwealth of Independent States) for two years and prior to that, spent three years as president, PepsiCo Russia. He previously held senior leadership roles at Wimm-Bill-Dann, running both their beverage and dairy businesses. Prior to joining PepsiCo, Popovici held several general management positions with the Coca-Cola system in Eastern Europe.

Popovici has extensive experience in a number of areas, including sales, marketing, operations and general management, with global companies: Bristol-Myers Squibb and Coca-Cola HBC in Romania, Russia, and Ukraine.

Silviu holds a Master's degree in Physics and an MBA from the London Business School. He also completed the Advanced Management Program at the Harvard Business School.