



## Steven Williams

### Chief Executive Officer, PepsiCo Foods North America

Steven Williams is the Chief Executive Officer of PepsiCo Foods North America. He is a 24-year veteran of PepsiCo with strong leadership experience across the food industry. 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.

As the CEO of PepsiCo Foods North America, Steven Williams oversees all aspects of PepsiCo's nearly \$21 billion snack and convenient foods business in North America, including Frito-Lay North America (FLNA) and Quaker Foods North America (QFNA), with a diversified portfolio of iconic brands, including: Lay's, Doritos, Cheetos, Tostitos, Ruffles, Fritos, Stacy's Pita Chips, SunChips and Quaker Oats. In this role, Steven is accountable for more than 65,000 associates and over 500 locations across the United States and Canada.

Steven, a 24-year PepsiCo veteran, has served as CEO since March 2019. Prior to this role, Steven served as senior vice president and chief commercial officer for Frito-Lay's U.S. organization, setting strategy and overseeing all commercial activities for the U.S. field sales and customer organization, in addition to leading a large multi-functional sales organization, spanning all Frito-Lay retail customers, sales channels and go-to-market systems.

Steven also previously served as senior vice president and general manager for Frito-Lay's East division where he was responsible for the overall business and performance management for the six geographic regions in the Eastern U.S.

Earlier in his tenure at PepsiCo, Steven led the company's global Walmart business, managing the PepsiCo portfolio of products across all aspects of the Walmart Business worldwide, including: Walmart U.S., Sam's Club, and Walmart International Divisions. In this role, he built strong strategic partnership and delivered significant retail sales and share growth in Walmart.

Steven joined PepsiCo in 2001 as part of PepsiCo's acquisition of the Quaker Oats Company, which he joined in 1997, and has held leadership positions of increased responsibility across PepsiCo in sales, general management, customer management, sales planning and shopper marketing, gaining deep experience and building a proven track record of strong results.

Steven is a member of the board of directors of State Farm Mutual Automobile Company and is very active in the community, serving on the executive advisory board for the Southern Methodist University Cox School of Business, the president's advisory board for University of Texas Southwestern Medical Center, in addition to being a current Board Chair of United Way in Dallas; and 2024-2025 Campaign Chair during United Way of Metropolitan Dallas' Centennial year.