



Wern-Yuen Tan

Chief Executive Officer, Asia Pacific, Australia/New Zealand and China and Chief Commercial Officer

Wern-Yuen Tan is the Chief Commercial Officer of PepsiCo, and also serves as the CEO of APAC, leading PepsiCo's food and beverage businesses across Asia Pacific, Australia, New Zealand, and China, in one of the fastest-growing and most dynamic regions of the world. PepsiCo products are enjoyed by consumers more than one billion times a day in over 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 Chief Commercial Officer, Wern-Yuen oversees PepsiCo's Global Commercial Organization in support of the company's strategic growth initiatives. This includes Customer Strategy, Revenue Management, Demand Acceleration, Go-to-Market, Digital Commerce, and the PepsiCo Venturing Group. Additionally, Wern-Yuen collaborates closely with our market teams and strategic channel partners to transform and scale PepsiCo's Commercial Data & Digital capabilities.

Wern-Yuen joined PepsiCo as the Chief Executive Officer for APAC in 2020. He previously served as President and CEO of Walmart China, where he led a team of 100,000 associates responsible for over \$10 billion in annual revenue across the Walmart, Sam's Club, and e-commerce businesses. During his tenure, Wern-Yuen led Walmart China through a transformation to become an industry pioneer in omnichannel innovation and retail digitization. Working with both startups and strategic partners, such as Tencent and JD.com, he leveraged data-driven insights to enhance Walmart's omnichannel services, shopper experiences, and developed innovative store formats.

In addition to his years leading transformation in retail, Wern-Yuen has deep experience in the restaurant industry from his time at McDonald's, having led Strategy & Insights for the Asia Pacific, Middle East and Africa region, as well as serving as Managing Director for McDonald's Taiwan. Early in his career, he spent time as a consultant with the Boston Consulting Group, advising retail, consumer, and private equity clients on growth strategy, innovation, and turnarounds. He began his career with the Singapore government.

Wern-Yuen received his bachelor's degree in Economics and Management from the University of Oxford and completed his master's degree in Finance from the University of Cambridge. He serves as a board member at Calbee Inc., the Singapore Economic Development Board, and Raffles Medical Group. Wern-Yuen and his wife, Stef, are proud parents of four children.