



Steve Llewellyn

Senior Vice President, Field Sales

Frito-Lay North America

Steve Llewellyn is the Senior Vice President and General Manager of Field Sales for Frito-Lay. In this role, Steve leads the Field Sales Organization for Frito-Lay North America which encompasses all aspects of the DSD organization including, Customers, Go To Market, In Store Execution and the People agenda. He oversees a sales force of more than 31,000 associates, who service nearly 160,000 customers each week with Frito-Lay's portfolio of brands.

A 28-year PepsiCo veteran, Steve has worked on many areas of the business. Most recently, he served as Senior Vice President and General Manager of the PepsiCo Walmart team, where he was accountable for managing PepsiCo's portfolio of products across all aspects of the Walmart U.S. business. Prior to assuming that role, Steve was the Senior Vice President and General Manager of Frito-Lay North America Foodservice and Distributor Sales and was RVP for the Southern California Region prior to that role.

Steve is a graduate of University of Texas at Austin, where he played football. In his spare time, he enjoys spending time with his wife, Shannon of 31 years and their three children.

