



DENISE LEFEBVRE
Senior Vice President of R&D
Frito Lay North America



Denise Lefebvre is the Senior Vice President of R&D for Frito-Lay North America. In this role, Denise is responsible for setting the R&D Strategies related to delivering new product and packaging innovations to make our consumers smile with every bite.

Denise began her career with PepsiCo in 2006 and has held a variety of roles across R&D in both foods and beverages. Prior to her current role, Denise's experience spanned several companies focusing on new product innovation for multi-billion-dollar brands in consumer package goods. Her previous position included experiences across engineering and food science disciplines, quality systems, marketing and manufacturing.

Throughout Denise's career, she has received twelve industry recognitions for improved design and reducing the environmental impact of packaging, including leading the team to develop the world's first renewable PET plastic bottle.

Denise holds a Bachelor of Science from the Rochester Institute of Technology.