



## **Cara Keating**

### **Chief Customer Officer, Frito Lay North America**

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Cara Keating, an 18-year PepsiCo veteran, is the Chief Customer Officer for Frito Lay North America. Since joining PepsiCo in 2004, Cara's ability to consistently deliver results has led to progressively senior roles in general management, customer development and field leadership across Canada.

Cara began her PepsiCo career in the Western Canada market with Frito Lay Canada (FLC). She then moved to Toronto with PepsiCo Foods Canada (PFC) in 2010 for sales roles with both FLC and Quaker responsibilities including leading the national convenience & gas business, large grocery customers, and foodservice sales. In 2014, Cara was promoted to Senior Director of Sales Strategy, Planning, and Insights. After her promotion to Ontario Area Vice President in 2015, Cara led the team to back-to-back Pingel Award wins in 2015 and 2016 for the top-performing FLC region. In 2016, Cara was promoted to Vice President Customer Development, where she led PFC's national sales team to deliver against PepsiCo's promise of providing world-class service to our customers and innovative programs to our consumers. Most recently, Cara was President of PFC, a role she held for three years. In this role Cara navigated the organization through the COVID-19 pandemic in addition to many other transformational changes, all while delivering sustained growth for the company and its customers.

Cara is a talented people leader and passionate supporter of PepsiCo's Diversity, Engagement & Inclusion agenda. As a former lead and recent executive sponsor for the Women's Inclusion Network (WIN), her efforts to expand WIN across PepsiCo Canada were recognized with the prestigious PepsiCo Global Harvey Russell award for her contributions to diversity and women's development across PepsiCo. Cara has also helped to position PepsiCo Canada as an industry leader in advancing women through her involvement on the Board of Directors for the annual Forward Together women's development conference. In recognition of these efforts, Cara was honoured with a 2017 Star Women in Grocery award from Canadian Grocer Magazine.

Cara is also very active in the food industry and sits on the Board of Directors for the Food, Health & Consumer Products of Canada (FHCP), the FHCP Industry Affairs Management Committee, the Golden Pencil Committee and was a former Advisory Council Member to the Canadian Federation of Independent Grocers (CFIG).

Prior to PepsiCo, Cara worked at Procter & Gamble for four years in Account Management. Cara holds a Bachelor's degree in Business from the University of Saskatchewan. She is an avid traveler and enjoys experiencing new destinations, cuisines and adventures with her husband, Eddie.