

RACHEL FERDINANDO
President, PepsiCo Foods Canada

Rachel Ferdinando was appointed to President of PepsiCo Foods Canada in July 2022. In this role, Rachel leads the Frito Lay Canada and Quaker Canada businesses, with full P&L responsibility and oversight of PFC HR, finance, customer development, field sales, marketing, supply chain, IT, R&D, foodservice and strategy/transformation.

Rachel's five-year PepsiCo career has focused on end-to-end marketing leadership and portfolio transformation, and builds on a multi-decade career across global category & sector leadership as well as general management. Most recently, Rachel was the Chief Marketing Officer of Frito-Lay North America – an \$18 billion division of PepsiCo – where she led groundbreaking brand marketing, innovation, strategic insights, design and media initiatives for the company's portfolio of iconic snack brands.



Rachel's marketing leadership at Frito-Lay North America earned her a host of coveted accolades, including being named the Most Innovative CMO by Business Insider, one of the most influential CMOs in the world by Forbes, and the 2022 Outstanding Marketer In the US by PR Week. Rachel has also been the recipient of multiple industry awards from the likes of The Drum US, Campaign, and Ad Age. With a keen eye for identifying breakthrough creative, Rachel served as a Juror at the 2022 Cannes Lion International Festival assessing the Creative Strategy category.

Rachel carries her passion and commitment to making an impact on the communities we serve through her volunteerism where she mentors rising talent and serves on the Board of Advisors for the Alliance for Inclusive and Multicultural Marketing and the Board of Directors for Ad Council.

Prior to joining PepsiCo in 2017, Rachel was VP & global sector leader for family care at Kimberly-Clark Corporation. In this position, she was responsible for leading global brands, including Scott and Kleenex, which represented one-third of total company sales and profit. Earlier in her career, Rachel held various global marketing and general management leadership roles at GlaxoSmithKline, including managing director, VP & general manager for the Malaysia & Brunei operations and VP and global business leader of a global category.

Rachel holds a First Class BSC with Honors degree in chemistry from Imperial College of Science, Technology & Medicine in London. Originally from Weston-super-Mare in the UK, Rachel currently resides in Dallas, Texas with her husband, where she enjoys running, cooking and keeping busy with two energetic kids.

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