



Brett O'Brien

Senior Vice President and Chief Marketing Officer Frito-Lay North America

Brett O'Brien oversees some of the most iconic brands in society – binding art, science, and culture to inspire a sense of purpose that brings moments of joy to consumers and helps reimagine what the future of food could look like. As Chief Marketing Officer of Frito-Lay North America – an \$18 billion division of PepsiCo -- Brett leads groundbreaking brand marketing, innovation, strategic insights, design and media initiatives for the company's portfolio of iconic snack brands.

Prior to his current role, O'Brien led the Gatorade and Propel brands since 2012, but grew the company's portfolio of brands that service athletes to include Muscle Milk and Evolve. His responsibilities across the portfolio include innovation, retail strategy, sports marketing, and integrated consumer engagement programs.

Since joining PepsiCo in 2001, O'Brien has held several other roles including Juice Drink brand marketing, Urban Lifestyle Programming, Pepsi Music and Millennial Initiatives and the Portfolio Energy brands.

Before PepsiCo, he spent four years with Advantage International Sports Marketing (now called Octagon Sports) creating events for the Senior PGA Tour and Lexus Golf Champions for Charity, as well as sports marketing consultation for Northwest Airlines.

O'Brien's successful and creative track record has earned him honors including being named to Advertising Age's 40 Under 40 in 2013 and Digital A-List in 2010, a nomination from Brandweek as the "2010 Marketer of the Year" and the recipient of Event Marketer's 2011 Brand X Award.

A sneaker enthusiast and loyal Boston sports fan, O'Brien graduated with a BA from Georgetown University and an MBA from the Kellogg School of Management. He resides in Chicago with his wife and two kids.