



Robbert Rietbroek

Senior Vice President and General Manager, Quaker Foods North America

As Senior Vice President and General Manager of Quaker Foods North America, Robbert Rietbroek is focused on delivering results for one of PepsiCo's largest subsidiaries that manufactures and markets brands including Quaker, Cap'n Crunch, Life, Chewy, Cheetos Mac 'n Cheese, Rice-a-Roni, Near East, Pearl Milling Company, and Gamesa. With his proven track record of leadership and performance, Robbert is guiding some of America's most loved and iconic food brands into the future.

Prior to joining Quaker, Robbert was Senior Vice President and General Manager of PepsiCo Australia and New Zealand (ANZ). There, Robbert was responsible for PepsiCo's snacks and beverage businesses and its portfolio of successful brands including Smith's and Bluebird Potato Chips, Pepsi Max and Gatorade. Under his leadership, PepsiCo ANZ turned around and delivered record top line, bottom line, and market share growth across all market units. In addition, ANZ strengthened relationships with retail partners, became the top contributor to Australian retail sales growth as well as the #1 supplier in the Advantage survey, and received recognition as Australia's large employer of choice and WGEA Employer of Choice for Women in 2017. While in Australia, Robbert also served as a board member for the American Chamber of Commerce Australia and the Australian Food and Grocery Council.

Robbert joined PepsiCo in 2015 and has a wealth of experience in fast moving consumer goods, both in the United States and globally. Robbert was previously Vice President and General Manager of Kimberly-Clark Australia, New Zealand and the Pacific Islands and Global Corporate Vice President Baby and Child Care, overseeing Kimberly-Clark's \$8Bn Huggies, Goodnites, and Pull-Ups brands in Irving, Texas.

Robbert also spent nearly 16 years at Procter & Gamble in a variety of general management and marketing roles in North America, Latin America, Europe, Middle East, and Africa (EMEA). A truly global leader, Robbert has extensive professional experience in both developed and developing markets, running businesses in North America, South America, EMEA and Asia Pacific. Robbert has worked across multiple FMCG categories and has been recognized for exceptional brand building and innovation, achieving several marketing awards.

Known for fostering a happy and healthy workforce, Robbert is a proponent of work-life-balance, and supportive of employees taking time to be "a hero at home to be a hero in the office." Robbert holds a Master's degree from the Maastricht University School of Business and Economics.