



Ashin Parikh

Senior Vice President, PFNA Sourcing and Procurement

Ashin is Senior Vice President and Market Supply Officer for PepsiCo Foods North America Sourcing & Procurement. In this role, he is responsible for ensuring supply, driving productivity, growing supplier relationships, and building strategic supply capabilities and innovation for Frito Lay North America and Quaker Foods North America.

Ashin began his career with PepsiCo in 1998 as a frontline Supply Chain Leader and has spent nearly 20 years in progressive field leadership roles in the areas of Manufacturing, Warehouse, Logistics and Fulfillment. He most recently was the SVP for Frito Lay US Supply Chain and was responsible for developing and executing the strategies across all Warehouse, Transportation, Fulfillment, Product Supply, Asset Strategy and Supply Chain Commercialization businesses. Throughout this time, Ashin helped to shape Frito Lay's Supply Chain and Culture through his strategic thought leadership.

Ashin holds a Bachelor of Science in Chemical Engineering from Bucknell University. He resides in Frisco, Texas with his wife, Sarika, and their three sons, Ajay, Rohan and Sonny.