

Enderson Guimaraes

Chief Executive Officer, PepsiCo Europe

Enderson Guimaraes is chief executive officer of PepsiCo Europe. In its global portfolio of food and beverage brands, PepsiCo has 22 different brands that generate more than \$1 billion each in annual retail sales. With net revenues of over \$65 billion, PepsiCo's main businesses also make hundreds of other enjoyable foods and beverages that are respected household names throughout the world.

He assumed this role in September 2012 and is responsible for PepsiCo's food and beverage businesses in Continental Europe as well as the UK and sub-Saharan Africa, which together generated nearly \$14 billion in revenues in 2011.

Guimaraes joined PepsiCo in October 2011 as president, Global Operations and was responsible for strategic sourcing management, global operations, business and information solutions and global productivity. He led the transformation of PepsiCo's current operating model to one that functions in a collaborative matrix – a change that allows the company to globally leverage its innovation, best practices, productivity, global brand architectures and strategic external alliances, while enabling local teams to manage and execute their businesses.

He also previously served as president of PepsiCo's Global Nutrition Group, responsible for a global team of nutrition platform leaders, innovation, branding, and customer and partnership experts strategically focused on driving business growth in four key category areas: dairy, grains, fruit and vegetables and functional (sports) nutrition.

Prior to joining PepsiCo, Guimaraes served as executive vice president of Electrolux and chief executive officer of its €4.5 billion major appliances business for Europe, Africa and the Middle East, based in Belgium. In this role, he completed a transformation program of its major appliance business – fundamentally shifting the cost structure, reducing complexity, leveraging scale and establishing common processes. The initiative dramatically simplified the company's product lines, from 10,000 different models to fewer than 5,000, while improving product quality.

Before this, Guimaraes spent 10 years at Philips Electronics, first as a regional marketing executive in Latin America and ultimately as senior vice president and head of global marketing management and general manager of the VidiWall LED display business. There he led a transformational effort to improve marketing effectiveness across Philips' €32 billion global business, which included reshaping the brand architecture, advertising and marketing governance across all Philips businesses. In his last position at Philips, Guimaraes served as chief executive officer of Philips' Lifestyle Incubator group, an innovation engine which created new businesses and developed them over several years – from conception until ready to be transferred to business units.

Guimaraes also worked for leading CPG companies, including HP, P&G and Johnson & Johnson. He will be based in Geneva.

Education:

- Bachelor of Science (Mechanical and Aeronautical Engineering), Aeronautical Institute of Technology, São José dos Campos, Brazil.
- Master of Business Administration, McGill University, Montreal, Quebec, Canada

