

Tom Greco

President, Frito-Lay North America

Thomas (Tom) Greco is president, Frito-Lay North America, a unit of PepsiCo. 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.

Greco assumed this role in September 2011 and is responsible for overseeing PepsiCo's snack and convenient foods business in the U.S. and Canada. Frito-Lay North America (FLNA) is the company's most profitable operating division and largest North American business.

Greco joined PepsiCo in Canada in 1986, and has served in a variety of positions, including region vice president, Midwest; president, Frito-Lay Canada; senior vice president, Sales, Frito-Lay North America; president, Global Sales, PepsiCo; executive vice president, Sales, North America Beverages; and most recently as executive vice president and chief commercial officer, Pepsi Beverages Company (PBC). In this role, Greco was responsible for leading PBC's retail selling efforts across the U.S. and Canada.

Before joining PepsiCo, Greco worked at Procter & Gamble.

Greco is based in Plano, Texas.

Education:

- Honors Bachelor of Commerce, Laurentian University, Sudbury, Ontario
- Master of Business Administration, Richard Ivey School of Business, London, Ontario

Affiliations, Appointments and Awards:

- Co-chair, Food Marketing Institute's (FMI) Associate Member Advisor Board
- Executive sponsor, PepsiCo Asian Network (PepsiCo's employee diversity network that aims to making PepsiCo the employer of choice for Asian Americans, using their skills and talent to grow the company)
- Award winner, "William J. Grize Diversity Hall of Fame Award – Network of Executive Women," (2011)

