

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

Rachel Ferdinando's mission is to bring moments of joy (and smiles!) to people through the simple act of snacking. She infuses a sense of purpose across her team and iconic brands within everything they do, because joy is cumulative. Rachel likes to say, "we may be humble snacks, but we have a big purpose in the every day."

As CMO, Rachel oversees brand marketing, innovation, strategic insights, design and media initiatives for Frito-Lay North America – an \$18 billion division of PepsiCo.



Named as one of the most innovative CMOs in the world in 2021 by Business Insider, Rachel has also been the recipient of multiple industry awards and accolades from the likes of The Drum US, Campaign, Dallas Business Journal and Ad Age.

At Frito-Lay, Rachel leads the team that accelerates the growth of brands across the portfolio, including: flavor and format innovation like the launches of the Smartfood Original Glazed Doughnut mashup with Krispy Kreme and Cheetos Mac'n Cheese; overseeing the most successful product launch in company history with Doritos Flamin' Hot Nacho; evolving the Doritos brand for the next generation ([see here](#)); and most recently leading yet another breakthrough Super Bowl initiative with three Frito-Lay campaigns for the first time ever, which included 'Snap to Steal,' a first of its kind technology allowing fans to "steal" a bag of Cheetos Crunch Pop Mix through the commercial.

Rachel inspires her team at Frito-Lay with the guiding philosophy that "we aren't just business stewards; we are icon builders and magic-makers."

When the COVID-19 Pandemic hit, Rachel led her team to reevaluate the role Frito-Lay brands played and rethink initial 2020 and 2021 marketing plans – shifting from a "sell to serve mindset". She guided the team to lean into their purpose of providing small moments of joy at a time when they were needed most. She inspired her team to create a campaign in response to the pandemic ([see here](#)), focused on the people versus the brands, resulting in the most positive feedback to a spot from consumers in Frito-Lay history. Under Rachel's leadership, the brands soon followed suit, and by doing so, they played two critical roles in the lives of consumers amid the pandemic: comfort and moments of levity.

COVID-19 wasn't the only challenge Rachel and her marketing team faced in 2020. With Diversity & Inclusion brought to the forefront, she reinforced the importance of

continuing to celebrate and acknowledge diverse voices – at every phase of the creative process – and continue to lead with empathy.

Prior to joining PepsiCo in 2017, Rachel was VP & global sector leader for family care at Kimberly-Clark Corporation. In this position, she was responsible for leading global brands, including Scott and Kleenex, which represented one-third of total company sales and profit.

Earlier in her career, Rachel held various global marketing and general management leadership roles at GlaxoSmithKline, including managing director, VP & general manager for the Malaysia & Brunei operations and VP and global business leader of a global category.

Rachel holds a First Class BSC with Honors degree in chemistry from Imperial College of Science, Technology & Medicine in London. Originally from Weston-super-Mare in the UK, Rachel currently resides in Dallas, Texas with her husband, where she enjoys running, cooking and keeping busy with two crazy kids.

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Recent Accomplishments

Honors & Awards:

- Most Innovative CMOs in the World 2021: Business Insider
- Breaking Brand Barriers Honoree: Campaign US 2020 Female Frontier Awards
- Marketer of the Year: The Drum 2020
- Women in Business Award: Dallas Business Journal 2020
- Ad Age Brand Marketing of the Year: Ad Age 2019

Campaign Recognitions:

- 2021 REGGIE Awards:
 - BON APPÉ-CHEETOS Holiday Cookbook: Silver in Content Marketing; Silver in Promotional Marketing; Bronze in Seasonal or Holiday Marketing
 - The Cool Ranch (Doritos): Gold in Creativity and Innovation; Gold in Experiential Marketing
 - Deja Tu Huella (Cheetos) – Leave Your Mark: Silver in Multicultural Marketing
 - Doritos Valedictorian: Silver in Partnership Marketing
- 2021 North America Innovation SABRE Awards:
 - Best media partnership: Nacho Average Showdown
 - Best in crowdsourcing and co-creating: Going the Extra Smile – Lay's
 - Best New Product / Brand launch: Unleash the Cheetle: Introducing Cheetos Popcorn
- 2020 Shorty Social Good Awards: Smile with Lay's (Gold/Integrated Marketing)
- 2020 ICCO Global Awards: Unleashing the Cheetle – Introducing Cheetos Popcorn (Consumer Campaign Award)
- 2020 REGGIE Awards: Cheetos House of Flamin' Haute (Gold – Experiential Marketing and Influencer Marketing, Bronze – Creativity & Innovation)
- 2020 Design and Art Direction (D&AD) Awards: Cheetos Can't Touch This (Wood Pencil in PR: Use of Digital & Social Media)
- 2020 AME Awards: Doritos Another Level + 2019 MTV VMAs (Bronze – Best use of Discipline – Integrated)
- 2020 North American Innovation SABRE Awards:
 - Best in Integrated Marketing: Smile with Lay's
 - Best in Identity Branding: Doritos Another Level