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Sarah Donohue, Vice President of Communications for PFNA



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Sarah is Vice President of Communications for PepsiCo Foods North America, responsible for PFNA's work across brand communications, reputation management and employee engagement. She oversees internal and external communications across customers, employees, the media, and other key stakeholders. Sarah serves on the PFNA Executive Committee, as well as PepsiCo's Global Communications leadership team.

Prior to joining PepsiCo in 2024, Sarah held a variety of communications executive roles at AT&T, including leading the Marketing Communications team and Employee Communications companywide. She also led critical functions like Consumer PR and HR Communications during her tenure. Prior to AT&T, Sarah was Vice President of Corporate Reputation Management at FleishmanHillard.

Sarah received a master's degree in Integrated Marketing Communications from Emerson College in Boston, MA and a bachelor's degree in Human and Organizational Development from Vanderbilt University in Nashville, TN.

An avid traveler, Sarah loves jumping on a plane or taking an overly ambitious road trip to explore somewhere new. She currently lives in Dallas with her husband and their three children.

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