



Jason McDonell

President
PepsiCo Foods Canada

Jason McDonell is president of PepsiCo Foods Canada. A 17-year PepsiCo veteran, Jason has a wealth of knowledge in general management, sales and marketing from his time serving in PepsiCo's foods and snacks businesses across Canada and the U.S.

At the beginning of his PepsiCo career, Jason worked in brand marketing in Canada on some of the company's biggest brands, including Lay's, Doritos and Cheetos. He then relocated to Frito-Lay North America headquarters in Plano, Texas, where he served as director of marketing. He then moved to Frito-Lay North America sales as vice president and general manager for customer strategy, before taking on a broader role as vice president and general manager of PepsiCo sales in California.

Jason returned to Canada in 2011 as the chief marketing officer for PepsiCo Foods Canada. He subsequently moved to a field assignment in 2013 as general manager field sales for the Ontario area – the country's largest direct-store-delivery retail market. In 2015, Jason took over as vice president/general manager of field sales for Canada, where he was responsible for go-to-market, foodservice and the Ontario, East and West regions of Canada.

Prior to PepsiCo, Jason worked in brand management at Procter & Gamble. He holds an honors business degree from Wilfrid Laurier University.

