



Jennifer Saenz

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

Jennifer Saenz serves as senior vice president and chief marketing officer of Frito-Lay North America, where she leads the marketing organization with responsibility for brands, innovation, strategic insights and analytics, and design across the full snacks and convenient foods portfolio.

Prior to assuming her current role, Jennifer was vice president of marketing innovation for Frito-Lay North America, where she was responsible for directing the company's innovation strategy and product pipeline.

Jennifer previously served as senior director of marketing, responsible for leading the Lay's potato chip brand. While overseeing the Lay's brand, she led the highly successful "Do Us A Flavor" promotion, repositioned the Lay's Wavy potato chips business to appeal to women and expanded the product portfolio into salty/sweet offerings. Her previous positions at Frito-Lay North America include marketing director of the SunChips brand and senior director of the Lay's brand.

Before joining Frito-Lay, Jennifer worked at Deloitte Consulting's consumer business and retail strategy group.

Jennifer earned her MBA from The Wharton School at the University of Pennsylvania and her Bachelor of Arts from the Goizueta School of Business at Emory University.

