



John Dean

**Senior Vice President of
Sales**
Frito-Lay North America

John Dean is currently the Senior Vice President of sales for Frito-Lay North America. In this role John leads the field sales function overseeing strategy, execution, sales planning, and people development for Frito Lay North America with responsibility for retail direct store delivery.

A 27-year PepsiCo veteran, John began his career on the front line DSD selling system and has worked in each of the field sales roles including national customer sales for the convenience and drug customers in the U.S. John most recently served as the Region Vice President of Sales for the Texas and Oklahoma business unit where he was accountable delivering net sales, region profitability, innovation, people leadership, and go-to-market design.

John is passionate about developing others and creating diverse winning cultures that bring the best out in each person. John is a graduate of the University of North Carolina at Wilmington. In his spare time, he enjoys spending time with his wife Cindy, and their four boys, John, James, Josh, and Jack. He is also an avid reader.

