



Steve Llewellyn
Senior Vice President
and General Manager of
Sales
Frito-Lay North America

Steve Llewellyn is currently the Senior Vice President and General Manager of Sales for Frito-Lay North America. In this role, Steve is responsible for the strategic direction of the sales function for Frito-Lay's East Division, which includes the company's Southeast, Mid-America, Atlantic and Northeast regions. He oversees a sales force of more than 13,500 associates, who service nearly 160,000 customers each week with Frito-Lay's portfolio of brands.

A 27-year PepsiCo veteran, Steve has worked on many areas of the business. Most recently, he served as Senior Vice President and General Manager of the PepsiCo Walmart team, where he was accountable for managing PepsiCo's portfolio of products across all aspects of the Walmart U.S. business. Prior to assuming that role, Steve was the Senior Vice President and General Manager of Frito-Lay North America Foodservice and Distributor Sales.

Steve is a graduate of University of Texas at Austin, where he played football. In his spare time, he enjoys spending time with his wife and their children.

