



Joan Cetera

Vice President of Communications
Frito-Lay North America

Joan Cetera is vice president of communications for Frito-Lay North America, where she is responsible for internal and external communications across customers, employees, the media and other key stakeholders.

Before serving in this role, Joan led public relations strategy and reputation management for Frito-Lay and its portfolio of snack brands. Prior to joining Frito-Lay in 2015, she served in various leadership roles directing consumer communications across a variety of brands and companies in both domestic and global public relations at the most highly regarded public relations agencies. Her expertise spans industries: from consumer packaged goods and health and wellness to home products and financial services.

Joan holds an MBA in marketing from the Keller Graduate School of Management and a B.S. in news-editorial journalism from the University of Illinois at Urbana-Champaign.

