

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

Rachel Ferdinando leads all marketing initiatives for Frito-Lay North America – a \$16 billion division of PepsiCo – overseeing brand marketing, innovation, strategic insights, design and media. To this breadth of responsibility, she brings a spirit of accountable curiosity – pushing her teams to innovate how they capture consumer attention by harnessing the power of creativity rooted in data and insights. Her guiding light is to always put the consumer at the center.

Named Brand Marketer of the Year in 2019 by Ad Age magazine, Rachel's passion is finding growth where agile disruption and long-term brand building intersect.



She joined Frito-Lay in 2017, bringing to the role her vast experience in Fast-Moving Consumer Goods (FMCG) and significant knowledge of the global marketplace. During her professional career, Rachel has gained operational and strategic marketing experience across a range of categories including oral care, consumer healthcare, drinks & beverages, nutrition and skin care.

At Frito-Lay, Ferdinando has led the team that accelerated the growth of core brands, evolving the Doritos brand for the next generation ([see here](#)), introducing Doritos Blaze via one of the most-watched Super Bowl ads of all time and introducing Doritos Flamin' Hot Nacho, one of most successful product launches in company history. She has also focused on creating numerous breakthrough campaigns for Cheetos, including: a pop-up restaurant (Flamin' Hot Spot) and the brand's first-ever fashion show (House of Flamin' Haute).

Prior to joining PepsiCo, Rachel was VP & global sector leader for family care at Kimberly-Clark Corporation. In this position, she was responsible for leading global brands, including Scott and Kleenex, which represented one-third of total company sales and profit.

Earlier in her career, Rachel held various global marketing and general management leadership roles at GlaxoSmithKline, including managing director, VP & general manager for the Malaysia & Brunei operations and VP and global business leader of a global category.

Rachel holds a First Class BSC with Honors degree in chemistry from Imperial College of Science, Technology & Medicine in London. Rachel and her family currently reside in Dallas, Texas.