



Michael Lindsey

**Chief Transformation and
Strategy Officer**
Frito-Lay North America

Michael Lindsey is currently the Chief Transformation & Strategy Officer for PepsiCo Foods North America, comprising of Frito-Lay North America and Quaker North America. In this role, Michael leads a cross-functional organization tasked with developing the ‘next generation’ of PepsiCo’s Foods operations in North America. He has oversight of multiple strategic areas critical to company growth and industry leadership, including Transformation and Strategy, M&A, Go-To-Market, and B2B and B2C e-commerce.

Michael has served as the orchestrator of complex processes that are transforming Frito-Lay’s end-to-end value chain, leveraging technology and consumer insights to deliver strategic growth and productivity. He also led the team through the acquisition of PopCorners and Bare Snacks, further broadening Frito-Lay’s \$17 billion portfolio to meet consumers’ needs. Most recently, Michael spearheaded the strategic development and execution of Frito-Lay’s direct to consumer channel, Snacks.com, a first for PepsiCo.

Michael began his career with PepsiCo in 2009, holding a series of leadership roles in corporate strategy and as vice president (VP) of Strategy for the AMEA sector. In 2014, he moved to the Greater China Region as the SVP and GM of Nutrition Category and Commercialization, where he led the nutrition category, including profit and loss (P&L) ownership, brand communication, innovation and importantly, building a strong nutrition team. He was also responsible for cross-category commercialization.

Prior to joining PepsiCo in 2009, Michael was an associate principal at McKinsey & Co. He holds a BA in Computer Science and Economics from Rice University and an MBA from Harvard Business School. Michael enjoys traveling and spending time with his family. He resides in the Dallas area with his wife Christine and three children Vivian, Charlotte and John.

