

Access to Experts

Michael D. White
Chief Executive Officer
PepsiCo International

Michael D. White is Chairman and Chief Executive Officer of PepsiCo International, a unit that comprises all PepsiCo businesses in the U.K., Europe, Asia, Middle East and Africa and generates more than \$11 billion in annual revenues. He also is vice chairman of PepsiCo and serves on the corporation's Board of Directors. In addition, he has global responsibility for the company's procurement and information technology initiatives

Prior to assuming his current role leading PepsiCo International in February 2003, Mr. White served for three years as President and Chief Executive Officer of Frito-Lay's Europe, Africa, Middle East division. He led a successful revitalization of PepsiCo's snack businesses in Europe, consistently posting strong volumes and profit growth through product innovation and regional productivity initiatives. He also served as CEO of Snack Ventures Europe (SVE), PepsiCo's partnership with General Mills International

Mr. White previously served as Senior Vice President and Chief Financial Officer for PepsiCo, Inc., from 1998 to 2000. He was responsible for treasury, investor relations, tax, control, audit and information technology. He also previously served as Executive Vice President and Chief Financial Officer of Frito-Lay International, and as Chief Financial Officer of Frito-Lay North America. He joined Frito-Lay in 1990 as Vice President of Planning.

Before joining PepsiCo, Mr. White was Senior Vice President/General Manager for Avon Products, Inc., International Prestige Perfume division. He also worked as a management consultant for Bain & company and Arthur Andersen & Co. He holds an MA in International Relations from Johns Hopkins University, a BA from Boston College, and has been a Ford Foundation fellow at Leningrad State University. Mr. White is a director of Whirlpool Corp.

PepsiCO is one of the world's largest convenient food and beverage companies, with 2007 revenues of more than \$39 billion. The company operates in nearly 200 countries, and employs more than 185,000 people worldwide. The PepsiCo portfolio includes 18 brands that generate \$1 billion or more each in annual retail sales

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