

## Access to Experts



**Joy Xu**  
VP Talent Management and Sustainability  
PepsiCo Asia, Middle East and Africa Region (AMEA)

AMEA consists of four strategic regions (China, India, Asia Pacific Middle East & Africa) with 65000+ employees. AMEA is the fast growing sector seen as a growth engine for PepsiCo. Based in Dubai, Joy and her team leads strategic talent acquisition, development, culture and organization capability development. Previously Joy was HR Director, China Foods Region. She led the creation and renewal of the Talent Sustainability strategic action plan to build an organization that delivers sustainable growth in the Greater China Foods region. She partnered with the Region GM and the leadership team to transform the value-based, talent-centric culture and dramatically reduced frontline turnover well below industry benchmarking over the course of three-year journey in China. She also provided culture stewardship training and mentoring/coaching to senior leaders, next generation leaders and HR employees to develop and retain talent. Under her leadership, the China Foods Region was recognized among Shanghai & China's Top Employers by CRF for three consecutive years. China Foods Leadership Team was recognized among China's Top Leaders in 2008. Prior to PepsiCo, Joy had 11 years of HR leadership experience in a variety of HR generalist and specialist roles at Procter & Gamble Headquarters, based in Guangzhou, China and Cincinnati, USA. Joy was selected as one of the "Rising Talents" globally sponsored by the Women's Forum and J.P. Morgan Chase in 2009. Recently Joy was recognized as Pride of the HR Profession by the 2010 World HRD Congress.

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