

## Access to Experts



**Alejandro Rodriguez Bas**  
Chief Executive Officer  
PepsiCo Australia & New Zealand

Alejandro is the Chief Executive Officer of PepsiCo Australia & New Zealand. Alejandro oversees a complex marketing, selling, manufacturing & distribution, IT and finance, network across PepsiCo Australia & New Zealand.

Alejandro is a passionate leader of PepsiCo Australia & New Zealand which markets a portfolio of PepsiCo brands including successful beverage products like Pepsi Max, Gatorade and Mountain Dew as well as a variety of snackfood and oats products including global brands like Doritos and Quaker plus local favorites - Smith's, Twisties, Nobby's Nuts, Sakata and Bluebird snacks.

Alejandro joined PepsiCo in 2003 following a successful career as General Manager at Calzado Rochal – an athletic shoe manufacturer of the Adidas, Nike and Reebok brands. Prior to that, he was a management consultant in the Chicago office of McKinsey & Co.

Since joining PepsiCo he has gained a wealth of food and beverages experience through a number of diverse roles as a sales director of the center zone, Sales Transformation Director and VP Chief Transformation Officer in Sabritas Mexico.

In 2008 Alejandro accepted the role of General Manager, leading 6,000 employees of the CARICAM region (Caribbean and Central America), part of PepsiCo Americas Foods. During his tenure, he led significant People and Business accomplishments for the Frito Lay, Quaker and Gamesa brands.

In July 2010, Alejandro transferred, to Australia to take up the position of Chief Executive Officer of PepsiCo Australia & New Zealand.

Alejandro holds a Bachelor of Science in Industrial Engineering from Universidad Panamericana and an MBA from the Harvard School of Business Administration.

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