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PepsiCo announces senior leadership appointments for Latin America Business

PepsiCo has announced two senior leadership appointments for its Latin America (LatAm) business effective May 1, 2019.

By **Kalyani Sharma** | March 19, 2019



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Changes are effective May 1, 2019

PepsiCo has announced two senior leadership appointments for its Latin America (LatAm) business effective May 1, 2019.

Paula Santilli, currently President of PepsiCo Mexico Foods (PMF), has been appointed to the role of Chief Executive Officer, LatAm, reporting to PepsiCo Chairman and CEO Ramon Laguarta. Santilli assumes the role from Laxman Narasimhan, who was recently named Global Chief Commercial Officer of PepsiCo.

As President of PMF, Santilli oversees one of the largest and most successful food companies in Latin America with nearly $4 billion in net revenue. She previously served as Chief Operating Officer of all business units of PepsiCo Mexico Foods, providing leadership for Sales, Marketing and Operations. Before that, as Vice President and General Manager for our Savory business in Mexico, Santilli was responsible for Sabritas, Doritos, Cheetos, Ruffles and other leading snack brands. Her experience also encompasses leadership roles in Beverages in Mexico and Argentina, as well as in Foods and Snacks in the Latin America Southern Cone region comprising Argentina, Uruguay, Paraguay and Chile.

Santilli joined PepsiCo through the acquisition of the Quaker Oats Company, where she had served in various leadership roles since 1992. Earlier in her career, Santilli worked for Campbell Soup and Kellogg in Argentina.

Roberto Martinez, currently Chief Commercial Officer for LatAm, has been appointed to the role of President, PepsiCo Mexico Foods, reporting to Santilli.

In his current role, Martinez is responsible for driving PepsiCo’s commercial agenda in LatAm, delivering new transformation capabilities across the sector, and leading its Nutrition and Cookies categories. Previously, he was the VP GM for PepsiCo’s Central and South America operating unit, Senior Vice President, National Sales for PMF, and GM for Biscuits in

PMF.

Ramon Laguarta, PepsiCo Chairman and CEO said, "As we focus on becoming more consumer-centric and faster, stronger and better in everything we do, we are fortunate to have two strong and skilled PepsiCo leaders to take on the important roles of overseeing our Latin America business and our Mexico Foods business. Paula brings a deep understanding of our business, the marketplace and our consumers in Latin America, and commercial expertise across both the food and beverage categories. She has a proven track record of delivering results, while also advancing diversity and inclusion. I am absolutely confident she is the ideal leader for this key sector as we work to get closer to our consumers and capture new growth opportunities."

Laguarta continued: "Roberto also has a strong history of delivering results in both foods and beverages across the Latin America sector, and he will be a key player in our efforts to drive further growth for our food business in Mexico, one of our top markets."

Before moving to Mexico, Martinez spent 11 years working for PepsiCo in Argentina serving in a number of senior roles looking after brand management, marketing and R&D. He also served as marketing director for the Latin America Southern Cone region. Martinez joined PepsiCo in 1996. Prior to PepsiCo, he worked for Gillette, Kraft Foods, Philip Morris and Molinos in Argentina, where he served in the brand management space.

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