



## Erick Scheel

### President, Latin America Beverages

Erick Scheel is President of the Latin America Beverages Division of PepsiCo. Erick has over 30 years' experience in the beverage industry both in PepsiCo and in the bottling business. PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated \$70 billion in net revenue in 2020, driven by a complementary beverage and convenient foods portfolio that includes Lays, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

In his previous role, Erick was the Portfolio Strategy & Commercial Transformation Vice-President, for Grupo Gepp, PepsiCo's partner in Mexico. He also led the Commercial function at cbc, PepsiCo's bottler in Central America, the Caribbean, Peru, and Ecuador.

During his 19 years at PepsiCo, Erick served as General Manager for PepsiCo Latin America Beverages in the Andean region, and before that he led the PepsiCo franchise business for the Hispanic Caribbean and Central America regions.

Currently Erick sits on the board of several of the PepsiCo system bottlers in the region.

Erick holds a M.S. in Chemical Engineering from the Universidad del Valle in Guatemala, an MBA from the Universidad Francisco Marroquin in Guatemala, and holds a diploma from the Business Strat Program at IMD Business School.

Erick is married, has two children and lives in Mexico City. He is an enthusiastic golfer, runner, cyclist and swimmer.