



Gerardo Díaz de León

President, PepsiCo Central and South America

Gerardo Díaz de León is the President of PepsiCo Central and South America, and is responsible for PepsiCo's foods business in the Caribbean, Central America and South America. 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.

Gerardo is a PepsiCo raised executive as he started his professional career more than 30 years ago in Sabritas, PepsiCo Snacks Division in Mexico, where he held assignments in sales operations, sales planning and sales development. He also had a successful field experience as a Zone Director and led Sabritas Sales strategic and organized trade. He also has experience in beverages as he joined Gatorade Mexico as its National Sales Director.

Gerardo's previous responsibilities before joining CASA in 2019 was leading the South Cone business from 2017 to 2019. Before that, from 2014 to 2017 he was the president of CARICAM (Central America & the Caribbean) and from 2004 to 2014 he was the GM in Mexico for Confectionary & New Business' and for Quaker Foods.

Gerardo studied Industrial Engineering in Mexico's National University and has a Master's Degree in Financial Engineering from La Salle University. He attended executive programs in Marketing at the Universities of Columbia and Harvard, as well as Team Leadership seminars at Stanford University. He was part of the first generation of PepsiCo International's Leading at the Next Level development program in IMD Switzerland and he graduated from PepsiCo's Executive Leading Beyond Boundaries in 2012.

Gerardo is married and has 2 children.