



Seth Cohen

Senior Vice President and Chief Information Officer

Seth Cohen is Senior Vice President and Global Chief Information Officer of PepsiCo. 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.

Cohen, who previously served 15 years at PepsiCo in a variety of Information Technology (IT) leadership roles, assumed the SVP and global CIO position in November 2019. In this role, Cohen leads PepsiCo's IT function across all business units. Through a global network of associates, IT focuses on delivering and supporting capabilities that improve business processes, enable associates to connect and collaborate more easily, collect and mine data for analytical insights, and enhance performance across all aspects of PepsiCo's value chain.

Cohen first joined PepsiCo in 2002 and led the integration management office for PepsiCo transformation programs. He went on to serve as Vice president of IT transformation programs, VP of North American legacy solutions, and later was SVP of Global Business Solutions, where he oversaw the deployment and support of several global applications including ERP, integrated supply chain planning and warehouse management solutions. His most recent role at PepsiCo was SVP and CIO of PepsiCo's Europe and Sub-Saharan Africa (ESSA) business unit, based in Barcelona.

From 2017-2019, Cohen was global CIO for Reckitt Benckiser Group (RB), a UK-based manufacturer of health and household products. At RB, he was responsible for leading the company's IT transformation, including major systems deployments, upgrades and integrations. Earlier in his pre-PepsiCo career, he held positions in IT and finance management with Deloitte Consulting, McDonald's Corporation, and Grant Thornton.

Cohen holds an MBA degree from Northwestern J.L. Kellogg Graduate School of Management and a bachelor's degree in commerce from DePaul University.

Cohen, his wife and four children reside in Dallas, Texas.