

Zein Abdalla

Chief Executive Officer, PepsiCo Europe

Zein Abdalla is chief executive officer of PepsiCo Europe. In its global portfolio of food and beverage brands, PepsiCo has 22 different brands that generate more than \$1 billion each in annual retail sales. With net revenues of over \$65 billion, PepsiCo's main businesses also make hundreds of other enjoyable foods and beverages that are respected household names throughout the world.

He assumed this role in November 2009, and is responsible for PepsiCo's food and beverage businesses in Continental Europe as well as the UK and sub-Saharan Africa, which together generated approximately \$10 billion in revenues in 2010.

Having joined PepsiCo in 1995, Abdalla has served in a variety of progressively responsible positions, including general manager, Europe beverage business unit; general manager, Tropicana Europe; and Franchise vice president, Pakistan and the Gulf region. In September 2008 he went on to lead the complete portfolio of PepsiCo businesses in Europe.

Before joining PepsiCo, Abdalla worked for Mars, Inc.

Abdalla is based in Geneva.

Education:

- BSc (Hons.), (Electrical Engineering), Imperial College, London University, London

Affiliations and Appointments:

- President, Union of European Beverages Associations, UNESDA (representing the non-alcoholic drinks industry in Europe)
- Burke Award winner, New York State Assembly (for sponsorship of EnAble) (2009)
- Board member, CIAA (Confederation of the food and drink industries of the European Union)

