

Enderson Guimaraes

President, Global Nutrition Group, PepsiCo

Enderson Guimaraes is president, Global Nutrition Group, PepsiCo. 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.

Guimaraes assumed this role in May 2012, and is responsible for strategic sourcing management, global operations, business and information solutions and global productivity. He is leading the transformation of PepsiCo's current operating model to one that functions in a collaborative matrix – a change that will allow the company to globally leverage its innovation, best practices, productivity, global brand architectures and strategic external alliances, while enabling local teams to manage and execute their businesses.

Prior to joining PepsiCo, Guimaraes served as executive vice president of Electrolux and chief executive officer of its €4.5 billion major appliances business for Europe, Africa and the Middle East, based in Belgium. In this role, he completed a 1,000-day, 35-country transformation program of its major appliance business -- fundamentally shifting the cost structure, reducing complexity, leveraging scale and establishing common processes. The initiative dramatically simplified the company's product lines, from 10,000 different models to fewer than 5,000, while improving product quality.

Before this, Guimaraes spent 13 years at Philips Electronics, first as a regional marketing executive in Brazil and ultimately as senior vice president and head of global marketing management and general manager of the VidiWall LED display business. There he led a transformational effort to improve marketing effectiveness across Philips' €32 billion global business, which included reshaping the brand architecture, advertising and marketing governance across all Philips businesses. Guimaraes also served as chief executive officer of Philips' Lifestyle Incubator group, an innovation engine which created new businesses and developed them over several years -- from conception to €100 million sales.

Guimaraes also worked for Danone and Johnson & Johnson.

Guimaraes is based in Purchase, N.Y.

Education:

- Bachelor of Science (Mechanical and Aeronautical Engineering), Aeronautical Institute of Technology, São José dos Campos, Brazil
- Master of Business Administration, McGill University, Montreal, Quebec, Canada

