

CHRISTINA MENENDEZ PETTIBONE

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LEADERSHIP PROFILE

Passionate, female executive leader with a proven record in setting strategic growth agendas, business turnarounds, brand building, developing disruptive innovation platforms and developing talent to deliver “out-of-the-box” strategies and products that deliver sustainable growth.

PROFESSIONAL EXPERIENCE

PEPSICO

2004 -Present

Vice President, Frito Lay Sales Strategy, Planning and Communications

2020-Present

- Leading Frito Lay's \$16B Commercial Sales Strategy function. Responsible for developing the 2022 Omni-channel selling plan, growth and merchandising strategies across all retail channels in the US.

Vice President & General Manager, PepsiCo Target Customer Team

2018-2020

- Led PepsiCo's customer team in managing \$1B food and beverage portfolio at our 5th largest customer. Led business turnaround and developed joint business plans to exceed goals for two consecutive years. Pioneered media investment model with Roundel that is now leveraged across PepsiCo for retail media networks. Selected as Target Food & Beverage Partner of year in 2019 & 2020 (their highest vendor award).

Vice President, PepsiCo Shopper Marketing & eCommerce Sales, Walmart Inc.

2015-2017

- Led all Shopper Marketing efforts for Walmart and Sam's Club across both PepsiCo's Beverage and Foods portfolio. Partnered in development of the growth agendas at PepsiCo's largest global customer delivering over \$200 million in annual growth while winning the Walmart CPG Supplier Of the Year Award.
- Worked closely with Walmart Inc. eCommerce teams (Walmart US & Sam's Club US) to deliver 200%+ growth. Established PepsiCo's first online item assortment, led WMX analytics to optimize digital effectiveness.
- Led team to gain first time distribution into Walmart.com & Jet.com 6 fulfillment centers; 1000 new items in 2017.

Senior Director and Chief of Staff to Frito Lay NA Chief Marketing Officer

2014-2014

- Supported CMO in the development of 3 year portfolio strategy, served as CMO proxy in executive leadership forums and curated all CMO content for internal/external presentations.

Senior Director of Marketing, Tostitos, Santitas, Frito Lay Dips, Ruffles and Cheetos

2010-2014

- Responsible for establishing the long-term growth strategies and annual operating plans for \$3B portfolio.

Tostitos and Santitas Tortilla Chip Portfolio

- Managed cross-functional team of Strategy, Marketing, Finance and Insights to develop a holistic Frito Lay Tortilla Chip strategy after 3 years of steady declines; developed strategic framework to create separation between brands, defined consumer targets, occasions and role for each brand.
- Re-architecting the \$1B Tostitos brand. Repositioned the brand to millennial consumer target, focused communication and activation to party occasions, redesigned chip and dip packaging to extend brand narrative, introduced new innovation platform, resulting in a dramatic business turn around; delivered growth of 106% vs. LY, increased house hold penetration by 5pts, while delivering trade productivity in 2013.
- Managed Tostitos Fiesta Bowl sponsorship, media plans and event activation; led first time ever partnerships with Got your 6 and Jimmy Kimmel in 2013 and 2014 respectively.

Frito Lay Shelf Stable Dips Portfolio

- Managed team in the development of annual operating plans to grow \$760 MM Dips portfolio.
- Led the strategic planning of the first Tostitos Masterbrand strategy through all marketing mix elements to drive awareness penetration gains; Increased cross purchase by 8% and HH penetration by 2 pts.

Ruffles Potato Chips

- Led the repositioning strategy of \$850MM Ruffles brand from an “All family” to “Millennial Male” consumer target to create separation among our Potato Chip portfolio and drive incremental growth. Crafted the brand vision and strategy that led to two new innovation platforms called “Dude Food” and “Deep Ridged” that have delivered over \$100MM in growth

Cheetos Extruded Snacks

- Delivered 6% growth on \$1B Cheetos brand. Pioneered the strategic shift to evolve consumer target from Kid-Minded Adults to Fun Families based upon consumer insights and consumption trends; carving out a unique strategic role in the portfolio.
- Partnered with the creators of South Park to launch the “Year of the Fan” limited time offering of Cheesy Poofs, LTO sold in key retailers and generated \$10MM in 4 weeks.

Senior Brand Manager, Growth Ventures (Stacy’s, Spitz, True North)

2009-2010

- Delivered double digit growth on brand acquisitions; established integrated processes for brands delivered via the warehouse GTM system and solidified the role of each Brand within the Frito Lay portfolio.

Senior Brand Manager, Walmart Shopper Marketing

2007- 2009

- Delivered sustainable brand growth by developing integrated Marketing plans while enriching the shopper connection with Frito Lay Portfolio. Created first Frito Lay and Walmart co-media integrated program to elevate Sun Chips and Walmart’s Sustainability platform.

Sr. Marketing Manager, Doritos Brand Innovation

2006-2007

- Created the innovation pipeline for the Doritos Brand, developed concept and led product validation of new Doritos sub-line called Doritos Collisions; delivering \$150MM in volume in 2008.

Marketing Manager, Frito Lay Dips Portfolio

2005-2006

- Developed 2006 innovation strategy and managed the day-to-day business for \$450MM Dips portfolio. Led cross-functional team in the product reformulation, packaging re-design, and consumer testing plans of All natural Salsa.

Associate Brand Manager Frito Lay Snack Crackers

2004-2005

- Managed \$85MM Frito Lay Filled Cracker portfolio.

UNILEVER HOME & PERSONAL CARE

2002-2004

Associate Brand Manager, Caress Personal Wash & Bar Soaps

- Led the development of Personal wash & bar soap innovation and leading global cross-functional team, delivered \$30MM in volume.

Associate Brand Manager, Snuggle Fabric Softener

- Developed 2003 Marketing plans for \$270MM fabric softener business; \$50MM budget; consumer promotions; licensing, packaging, Hispanic plan, and delivering 2004 operating plan.

S.C. JOHNSON & SON INC.

1996-2000

Major Account Business Manager, Giant Landover Food Inc.

- Managed \$15 MM business portfolio, planning, category development, promotions and day-to-day business. Delivered delivering 6% growth in a flat market

EDUCATION

- **Vanderbilt University, Owen Graduate School of Management**, Nashville, TN
Master of Business Administration - May 2002
- **Southern Methodist University, Cox School Of Business**, Dallas, TX
Bachelor of Business Administration - May 1996
- **La Fundación De José Ortega y Gasset**, Madrid, Spain - Fall 1994

LANGUAGE SKILLS

- Fluent in Spanish

AWARDS AND RECOGNITION

- Target Vendor Partner of Year 2019 & 2020
- Progressive Grocer 2017 Top Women in Grocery Award Winner
- Walmart eCommerce Supplier of the Year 2017
- Walmart Supplier of the Year 2016
- Frito Lay Sector Marketer of the Year 2013
- Featured in *Advertising Age Magazine*; June 3, 2013 issue for the successful repositioning of Ruffles Brand as a snack for millennial men
- Recognized in 23rd annual *Chief Marketer 2013 PRO Awards* with a Silver for "Best Sponsorship or Tie-In Promotion" for Tostitos Homecoming Party Bowl
- Led launch of Tostitos Cantina Platform recognized by IRI as the Best F&B Innovation platform of 2013