



Steven Williams

Senior Vice President, Chief Commercial Officer
Frito-Lay North America

Steven Williams is currently the senior vice president and chief commercial officer for Frito-Lay's U.S. commercial organization. In this role, Steven oversees strategy, planning and execution for Frito-Lay's U.S. field sales (direct store delivery), retailer (customer), and sales strategy teams.

A 20-year PepsiCo veteran, Steven most recently served as senior vice president and general manager for Frito-Lay's East division where he was accountable for the overall business and performance management for the six geographic regions in the Eastern U.S. Prior to assuming this role, he led PepsiCo's global Walmart business as senior vice president and general manager.

Steven also has served as senior vice president of sales for PepsiCo's North America Nutrition businesses, which includes Quaker, Tropicana, Gatorade and Naked Emerging Brands. Steven joined Quaker in 1997, prior to the PepsiCo acquisition, and has held leadership positions of increased responsibility in sales, general management, customer management, sales planning and shopper marketing.

Steven holds a Bachelor of Arts in economics from the University of Central Oklahoma and is a graduate of the Program for Leadership Development (PLD) at Harvard Business School.

