



## Jennifer Saenz

Senior Vice President and Chief Marketing Officer  
Frito-Lay North America

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Jennifer Saenz is senior vice president and chief marketing officer of Frito-Lay North America. She leads marketing for the PepsiCo snacks portfolio -- a \$14 billion division. Jennifer has oversight for brand marketing, innovation, strategic insights, design and media.

She has led several recent breakthrough marketing initiatives, including: the Cannes Gold Lion-award winning **Cheetos Museum** – the world’s first collection of the most interesting Cheetos shapes in existence. Under her guidance, the marketing team at Frito-Lay has also executed the Cannes award-winning **Stacy’s Stands With You** - nine limited-edition bags that were inspired by iconic signs and moments in women's history.

Jennifer has also inspired the team to push for strong experiential programs like the recent **Cheetos Restaurants in New York and Los Angeles** – the “Spotted Cheetah” and “Flamin’ Hot Spot” were actual pop-up restaurants featuring restaurant-quality dishes using Cheetos – and the **Tostitos Party Safe Bag** – a bag that could indicate if someone had been drinking and reveal an Uber code to ensure Super Bowl partiers could receive a safe ride home.

Prior to her role as CMO, Jennifer directed the company’s product innovation strategy. Before that, she led the Lay’s brand, where she ran the highly successful “Do Us a Flavor” program where consumers are asked to create America’s next great potato chip. Other roles during her tenure at Frito-Lay North America include oversight of the SunChips, Baked, Smartfood, and Flat Earth brands, as well as Kroger & Publix customer marketing.

Prior to joining Frito-Lay North America, she worked in Deloitte Consulting’s Consumer Business and Retail Strategy group. Outside of work, she and her husband stay busy chasing around their three little boys.

Jennifer earned a Master of Business Administration from The Wharton School at the University of Pennsylvania and a Bachelor of Business Administration from the Goizueta School of Business at Emory University.

