

## BIOGRAPHY – Frank Cooper III

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### **Frank Cooper III**

Senior Vice President  
Chief Consumer Engagement Officer  
PepsiCo Americas Beverages (PAB)

Frank Cooper III is Senior Vice President, Chief Consumer Engagement Officer, for PepsiCo Americas Beverages (PAB), a division of PepsiCo, one of the world's largest food and beverage companies, with 2008 annual revenues of more than \$43 billion and more than 198,000 employees. PepsiCo's principal businesses include: Frito-Lay snacks, Pepsi-Cola beverages, Gatorade sports drinks, Tropicana juices and Quaker foods. PepsiCo does business in some 200 countries, and its portfolio includes 18 brands that generate \$1 billion or more each in annual retail sales.

Frank is charged with leading the development of a new consumer engagement model for PAB and creating breakthrough marketing programs across the PAB portfolio, which includes the Pepsi, Mountain Dew, Sobe and Aquafina trademarks. Frank also has direct oversight of key operational areas across PAB that determine consumer engagement, including Digital, Media, Sports, Multicultural and Entertainment. He reports to Jill Beraud, CMO, PepsiCo Americas Beverages and President, Joint Ventures.

Frank's prior positions at PepsiCo include Chief Marketing Officer, Sparkling Beverages, for PCNAB; Vice President of Promotions and Interactive Marketing; and Vice President for Multicultural Marketing & Strategic Initiatives. In these roles he led the development of new beverage products, innovative marketing campaigns and branded entertainment. Among his many accomplishments, he led the re-launch of trademark Pepsi in 2008, developed the consumer-generated "DEWmocracy" platform, and drove Sierra Mist Cranberry Splash and Mountain Dew's Game Fuel product innovations.

Before joining PepsiCo, Frank was Vice President of Interactive Marketing at America Online, managing music sales and marketing programs. He also co-founded Urban Box Office Networks, the largest Internet company focused on urban lifestyle and minority markets and served as a senior business affairs executive for Motown Records and Def Jam Recordings.

Frank serves as Chairman of the American Advertising Federation and sits on the Board of Directors for Business for Diplomatic Action.

Frank holds a B.S. in Business Administration from the University of California at Berkeley. His post-graduate studies include a juris doctorate from Harvard Law School.