

### 2018 OCA-WHV Dynamic Achiever Award Recipient

Jim Lee

Senior Vice President, Finance, PepsiCo North America Beverages



Jim Lee is currently Senior Vice President, Finance for North America Beverages, PepsiCo's largest operating division with over \$20 billion in net revenue. He assumed the role in 2016 and is responsible for leading the finance function for Gatorade, Foodservice, Franchise, and Brand & Innovation. In addition, Jim leads the M&A and Business Development function for North America Beverages. Jim is based out of PepsiCo's North America Beverages headquarters in White Plains, NY.

Jim joined PepsiCo in 1998 and has held several finance leadership roles across the globe. Between 2006 and 2016, Jim and his family lived overseas in four countries, across three continents. Most recently, he was the Senior Vice President and Chief Financial Officer (CFO) of Russia, Ukraine and CIS, a snacks, dairy and beverage business and PepsiCo's largest international market. In this role, Jim was based in Moscow and led the business through a macroeconomic crisis, while focusing heavily on developing talent across the more than 1,000 finance professionals on his team.

Jim also served as Vice President and CFO of PepsiCo's South East Europe Region based in Istanbul, leading the finance function across 13 countries, including Turkey, Greece, Romania and Israel. He also served as the Senior Director and CFO of PepsiCo Australia and New Zealand based in Sydney and Senior Planning Director of China Beverages based in Hong Kong. Prior to his international assignments, Jim held a variety of roles in PepsiCo's headquarters in New York, including Planning and Strategy Director of PepsiCo International and Planning Manager in Pepsi Cola North America.

In addition to his operating responsibilities, Jim was recently appointed as the North America executive sponsor for PepsiCo's Asian Network (PAN), helping to guide the diversity and inclusion agenda for Asian American professionals and forming a leadership council with senior leaders across the network of PepsiCo's Employee Resource Groups (ERGs). PepsiCo's ERGs are a vital contributor to the company culture and success in the marketplace. Prior to his appointment, Jim served as the New York executive sponsor for PAN for the past two years. Jim is passionate about driving and elevating the development and network of Asian American professionals in the workplace.

Jim lives in Harrison, NY with his wife, Renee, and their three children: Evan (11), Micah (9) and Abigail (7). After living in Istanbul for four years, his family shares a passion for the local community and most recently spent the summer volunteering in Istanbul to assist the transition for Syrian refugees. Jim was born in White Plains and grew up in the New York area, with parents immigrating to the US from South Korea. Jim holds a BSE in Operations Research from Princeton University and an MBA from Columbia University. Before joining PepsiCo, Jim worked for the management consultancy, Marakon Associates, based in Connecticut.