

Executive Bio



Johannes Evenblij is President, Central and South America Foods at PepsiCo

He graduated from Harvard Business School and has more than 26 years of experience in the corporate world, of which he has spent the last 15 at PepsiCo.

Evenblij oversees PepsiCo's food business in Central and South America, which includes more than 30 countries and territories, 18,000 collaborators, 17 manufacturing plants and more than 100 local brands on top of the well-known global Lays, Doritos, Cheetos and Quaker brands

Some of his most relevant specialties are concept development, innovation, leadership training, new product development, sales, strategy and commercial development.

In his previous role as a Senior Vice President and Chief Commercial Officer Latin America for PepsiCo, he was responsible for creating the Latin American sector commercial function as a results driven service organization that built or evolved capabilities such as: Revenue Management, Sales Strategy and Productivity, Marketing Services, Design, and Insights & Analytics among others. In addition, he developed the digital strategy for Latin America, creating an analytics group and beginning the sales force automation strategy.

FIU ATOM Think Tank Presentation Summary

Digital Disruption

Adapting ourselves to the rise of new technologies and learning how to leverage them.

Change is here to stay and even accelerate. The issue for people is real, more and more they are burning out, while also finding themselves performing non-value adding activities. The way forward for humans is to go back to what makes us even more humans. We need to change our mindset and behaviors. We need to learn and unlearn again.