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## **Lisa Walsh of Frito-Lay named NEW vice chair**

CHICAGO (January 12, 2016) – Lisa Walsh, senior vice president, sales and marketing for the Frito-Lay North America division of PepsiCo Inc., has been named vice chair of the Network of Executive Women, the largest women’s leadership organization serving the retail, consumer goods and services industry. Walsh, a long-time NEW Board member, previously served on the organization’s executive committee as chair for marketing and communications.

As vice chair, Walsh will focus on the Network’s long-term strategy, serve as a resource for NEW Board members and committee chairs, and support the Network’s mission to advance women’s leadership, build business and transform the industry’s workplace.

"Lisa's sales and marketing experience were critical last year during the Network's repositioning and the launch of our It's Time Movement," said NEW President and CEO Joan Toth. "Her strategic skills will be a valuable asset as NEW continues to grow its influence in the industry. Lisa is all about creating results, and NEW will continue to benefit from her passion and untiring efforts to educate the industry about the business benefits of women's leadership."

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## **Veteran PepsiCo leader**

At PepsiCo Inc., Walsh is responsible for the integration of Frito-Lay sales and marketing plans and elevating the capabilities and effectiveness of the Customer Management organization. She represents the sales function across various Frito-Lay governance boards and engages with key retail customers to drive mutually winning plans. Walsh most recently served as senior vice president, PepsiCo Sales, with responsibility for leading a "One PepsiCo" agenda across the sales organization, managing multiple PepsiCo customer teams and developing strategies for new businesses such as eCommerce. While in this role, Lisa advanced PepsiCo's strategic partnership with retailers while ensuring that mutual growth and revenue objectives were achieved.

Prior to joining PepsiCo in June 1999, Walsh held strategy, sales and category management roles at Reckitt Benckiser, where she was responsible for helping to launch the category management function and developing strategic plans with national customers. Walsh was previously employed at Nielsen and IRI.

### **About NEW**

Founded in 2001, the Network of Executive Women, Retail, Consumer Goods and Services, has more than 9,000 members from more than 750 companies, 100 corporate sponsors and 20 regions in the U.S. and Canada. For more information about the Network of Executive Women and its national and regional learning programs, events, content and best practices, visit [newonline.org](http://newonline.org).