

Umran Beba
Senior Vice President and Chief HR Officer
PepsiCo AMEA

Umran Beba is SVP and chief HR officer, PepsiCo AMEA. In its global portfolio of food and beverage brands, PepsiCo has 22 different brands that generate more than \$1 billion each in annual retail sales. With net revenues of over \$66 billion, PepsiCo's main businesses also make hundreds of other enjoyable foods and beverages that are respected household names throughout the world.

Beba has held a wide range of roles since joining the company in 1994. Prior to assuming her current position, she was President of PepsiCo's Asia-Pacific region, a business spanning 25 markets with approximately 4,400 direct employees.

Earlier in her career, she was President of PepsiCo's South East Europe Region, covering 14 markets including Turkey, Greece, Cyprus, and the Balkans. Beba has also served as the Business Unit General Manager for East Mediterranean, comprising Turkey, Lebanon, Jordan, Syria and Iraq. She started her PepsiCo career at Frito-Lay in Turkey, where she held positions including Marketing Director, HR Director and ultimately General Manager.

Beba is a great supporter of all of PepsiCo's Performance with Purpose goals. During her time as President of PepsiCo Asia-Pacific, the region was home to WaterHope, a collaborative social enterprise that aims to bring clean drinking water to one million Filipinos by 2015. Under her leadership, the Region also launched sustainable product initiatives in Australia, Thailand and the Philippines. Umran is also a dedicated advocate of diversity and inclusion. Beba is based in Dubai.

Education

- MBA and BSc in Industrial Engineering from Boğaziçi University in Turkey

Affiliations and Appointments

- Award winner, PepsiCo Steve Reinemund Diversity and Inclusion Leadership Legacy Award, 2012
- Board Member, Calbee Group Japan
- Umran was elected in 2013 as president of Food Industry Asia, a pan-Asian food and beverage industry association
- Advisory Council Member for Switzerland-based Women International Network (WIN)
- Advisory Council Member for Hong Kong University of Science and Technology Business School
- Advisory Council Member for "Mentorship for Women for Board Seats," organized by Praesta and Forbes in Turkey.