

Ethnic Advisory Boards

Our Ethnic Advisory Boards provide management with external viewpoints on issues related to diversity and inclusion, especially in the U.S. marketplace.

African American Advisory Board



- 1 Keith Clinkscles
Senior Vice President,
Content Development
and Enterprises, ESPN
Publishing
- 2 Jerri DeVard
Former Senior
Vice President,
Brand Management
and Marketing
Communications,
Verizon
Communications
- 3 Amy Hilliard
President and Chief
Executive Officer,
The Hilliard Group &
The ComfortCake Co.
- 4 Robert Holland
Partner,
Cordova, Smart and
Willams, LLC
- 5 Reverend Dr. Franklyn
Richardson
Senior Pastor,
Grace Baptist Church
- 6 Roderick D. Gillum
Vice President,
Corporate
Responsibility
and Diversity, General
Motors Corporation
Chairman,
GM Foundation
- 7 Earl G. Graves, Jr.
President and CEO,
Black Enterprise
Magazine
- 8 Glenda McNeal
Senior Vice President
Global Partnerships,
American Express



“Since PepsiCo’s African American Advisory Board was formed in 1999, our members have provided valuable counsel to the company on a range of issues including reaching a more diverse consumer base, creating a more diverse workforce and strengthening its relationship with the community. We are pleased with the results. During our years of involvement, PepsiCo has increased the number of minorities in its management ranks and increased spending with minority-owned businesses.”

— Benaree Pratt Wiley, Principal, The Wiley Group, Chairman of the Advisory Board

Latino/Hispanic Advisory Board



- 1 Dr. Carlos H. Arce, Ph.D.
President and Founder,
NuStats
- 2 Maria Contreras-Sweet
Chairwoman,
Promerica Bank
- 3 Dr. Douglas X. Patiño
Vice Chancellor Emeritus
and Professor,
California State
University
- 4 Carlos A. Saladrigas
Chairman,
Premier American Bank
- 5 Deborah Rosado Shaw
Partner,
Multi-ethnic Success
Ventures, LLC
- 6 Isabel Valdés
Consultant, Author,
Public Speaker
- 7 Cid Wilson
Director of Equity
Research,
Kevin Dann and
Partners LLC
- Roger Rivera
President and Founder,
National Hispanic
Environmental Council
(Not pictured,
Joined 2008)



“As a founding member of the PepsiCo Latino/Hispanic Advisory Board, I am honored to represent a group that provides the company with diverse points of view, which benefit consumers, PepsiCo and the communities in which it operates. These perspectives influence new products and marketing. We also provide insights to assist retailers with the effective planning of promotional outreach, product mix and support of healthier lifestyles. Because so much change is occurring in demographic mix and in lifestyle trends, our input helps to ensure that the tastes of consumers are met and that diverse talent is identified for employment opportunities.”

— Raúl Yzaguirre, Presidential Professor, Center for Community Development and Civil Rights, Arizona State University, Chairman of the Advisory Board