

**Neil Campbell**  
President  
Tropicana Beverages North America

Neil Campbell is President of Tropicana Beverages North America, the beverage business that integrates all of PepsiCo's North American juice businesses into one operating unit.

Prior to being named Tropicana president in December 2007, Mr. Campbell had enjoyed an extensive 15-year PepsiCo career. He joined the Walkers marketing function in 1993 and held a variety of roles before moving to the Netherlands as Vice President - Marketing. He assumed leadership of the Walkers Marketing function in 1998, and then added expanded responsibilities to include Tropicana and Quaker in 2003.

In July 2005, Mr. Campbell stepped into the role of General Manager for Walkers and led the business through an incredibly challenging period. He is one of the U.K.'s most accomplished marketers, having co-owned the hugely impactful Gary Lineker advertising campaign, authored Walkers' push into evening snacking and championed Walkers Crisps' groundbreaking entry into healthier snacking and sustainability. Under Mr. Campbell's leadership, Walkers has become one of Britain's biggest grocery brands.

He is a graduate of Cambridge University where he studied law. He also holds a "barrister at law" qualification from the Middle Temple, which is responsible for the training and regulation of barristers in England and Wales.

Mr. Campbell is based in Chicago, Ill.

