

Sarah Robb O'Hagan

President, Global Sports Nutrition Group, PepsiCo

Sarah Robb O'Hagan is president, Global Sports Nutrition Group of PepsiCo. 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 \$65 billion, PepsiCo's main businesses also make hundreds of other enjoyable foods and beverages that are respected household names throughout the world.

Robb O'Hagan assumed this role in May 2012, and is responsible for the North American Gatorade business and the global brand management of Sport Nutrition. She will now leverage the Gatorade platform to extend PepsiCo's leadership in sports nutrition more broadly.

Robb O'Hagan joined PepsiCo in June 2008 as chief marketing officer, Gatorade, where she oversaw the business' strategic direction, product innovation, and consumer, shopper and sports marketing communications. In this role, Robb O'Hagan led Gatorade's transformation from sports drink company to sports performance innovator, which included the launch of the brand's G Series - a line of products that delivers fuel, fluid and nutrients to athletes before, during and after physical activity.

Before joining PepsiCo, Robb O'Hagan worked for Nike, Atari Interactive, Virgin Atlantic and Air New Zealand.

Robb O'Hagan is based in Chicago.

Education:

- Bachelor of Commerce (Marketing), University of Auckland, Auckland, New Zealand
- Diploma in Direct Marketing, New Zealand Direct Marketing Association, Auckland, New Zealand

Affiliations, Appointments and Awards:

- Award winner, "Top 40 Under 40," Sports Business Journal (2009); the Sporting Goods Association (2010); and Crain's Chicago Business (2010)
- Award winner, "Most Powerful Women in Sports," Forbes Magazine (2009)
- Award winner, "Women to Watch," Advertising Age (2010)
- Award winner, "Grand Prix, Cannes Lions International Advertising Festival - Gatorade REPLAY" (2010)
- Award winner, "GRANDY, Earned Media, ANDY Awards - Gatorade REPLAY" (2010)
- Co-founder and board member, Perky Sam Trust, New Zealand
- Member, "World Class New Zealand Network," a division of KEA

