

PepsiCo Australia appoints Alessia Taddei as CMO

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PepsiCo Australia has named Alessia Taddei as its new chief marketing officer (CMO) for ANZ Foods, effective from 1st September. Taddei will assume the responsibilities of former CMO Vandita Pandey, who was promoted to vice president of marketing for international beverages in July after serving as CMO for three years.

In her new position, Taddei will oversee the entire marketing strategy for Australia and New Zealand, leading PepsiCo's food marketing teams and agency partners. Taddei has significantly contributed to the growth and diversification of PepsiCo's key brands, such as Smith's, Red Rock Deli, and Bluebird, during her nearly 7-year tenure with the company.

Recognised for her category-first approach, Alessia has spearheaded various initiatives in PepsiCo's commercial strategy and internally, setting a benchmark for other PepsiCo markets. With this appointment, Alessia will join PepsiCo's executive leadership team as the marketing functional leader.