PepsiCo UT Labs Program Opportunity

The PepsiCo LABS position will focus on developing a Multicultural Value Strategy for our Frito-Lay division. This position will provide a deep dive into the Multicultural Value Consumer to understand their preferences on products within our value portfolio as well as with competitors, channels and key occasions for value snacks. As the Labs Intern fact-finds and problem-solves to achieve deliverables, they also enjoy great autonomy as well as full support, guidance, and feedback from their managers, cross-functional partners, and the broad marketing organization in addition to their coach.

Do you have what it takes?

- First Year MBA Student
- Prior work experience
- Passion for consumer brands
- Intellectual curiosity
- Advanced analytical skills
- Strong story telling abilities
- Ability to drive results in an ambiguous environment

Benefits

- Learn from experienced CPG Marketers at the largest Food and Beverage company is the US
- Lead highly strategic work that’s important to the success of PepsiCo
- One to One guidance from a highly respected Marketer and member of the PepsiCo team.

Learn More

UT Labs Fair
10/30 @ 3:00
Rowling Hall 5.210
PepsiCo Info Session
11/5 @ 5:15
Rowling Hall RRH5.402

Applying Today

Recruiting Contact:
Rachel.Narramore@pepsico.com

1. Meeting with our team at the Labs Fair on 10/30.
2. Apply via RecruitTexasMBA.
3. PepsiCo Team will review resumes and contact eligible students for an interview slot on November 15.
With over 15 years of marketing and innovation experience, Leslie Vesper is a proven strategist and thought-leader within Consumer Packaged Goods. Leslie received her MBA from the McCombs School of Business at the University of Texas at Austin to make the career transition from accounting/finance to marketing. Since then she has enjoyed a variety of experiences within the marketing industry including innovation development from insight to commercialization, white space exploration and pipeline development, brand re-positioning and the day-to-day management of $1B+ brands. On the personal side she spends her time wrangling her two children, traveling, cooking and running.

Experience:

• Manages the $2B+ Doritos brand for the US, serving as a key liaison for the global snacks team
• Responsible for developing innovation pipelines across our biggest brands including Doritos, Cheetos & Tostitos

Dr Pepper Snapple Group (2008-2013)
• Led the Dr Pepper, Crush & Schweppes brands
• Launched Dr Pepper TEN, DPSG’s most successful launch in recent history
• Managed pipeline development for total carbonated soft drinks

General Mills (2002-2008)
• Developed & launched transformational innovation for the ref. dessert category
• Analyzed the ready-to-eat cereal category to unlock whitespace innovation opportunities for the organization