

Paula Hopkins, Pepsi Beverages Company: General Manager / Sr. Market Director – South Florida

Residing in Miami Beach, Florida she is responsible for total sales and operations for the Pepsi Beverages Company in South Florida. She relocated in January, but is not new to South Florida, in 2009-2012 she previously held the position of Regional Sales Director of the SFL Market (Miami, Pompano, and Riviera). During her time in South Florida, she led several successful projects including the roll-out of the Tropicana Chilled DSD Project for the Company and was responsible for the merger of two legacy key Pepsi bottlers. In her current role, her area of responsibility will include 4 Pepsi Beverages locations (Miami, Pompano, Riviera, and Ft. Pierce) and over 750 employees.

After joining PepsiCo in 1992, Paula has held a vast variety of roles in finance, operations and sales in both the field and headquarters. In her most previous role, she served as the Sr. Sales Director for the Walmart East Team where she led the execution and strategic development of our Direct Store Delivery (DSD) and Gatorade beverage businesses. Her area included both the Southeast and Mid-Atlantic regions, plus 28+ Franchise Bottlers. During her time in the role, she grew revenue and sales for all three years and was instrumental in building essential relationships and executing several projects including the Gatorade DSD Pilot in Jacksonville. Previously, she also served as the Sr. Director of Sales of Beverages for Publix. In that role, she provided leadership across all PepsiCo beverage brands, while in the position she improved our customer partnerships at Publix and in both years and grew across all categories.

Paula just completed her 2 ½ year executive doctoral program at Rollins Crummer graduate school, where she will defend her dissertation proposal in Fall of 2018. Her proposed research study titled, IMPACT and INFLUENCE: "The Effect of Mentorship on Job Advancement Among Executive Women." She holds a Master's of Business Administration from the Crummer Graduate School at Rollins College and a Bachelor's of Arts Degree from Rollins College. Additionally, during her tenure, Paula has been instrumental in leading many diversity and inclusion efforts across PepsiCo. Her efforts have helped create a more inclusive culture; assisting a generation of professionals to excel in their careers at PepsiCo.